
MCGILL DOBSON ENTREPRENEURIAL WOMEN LEAN STARTUP PROGRAM 2022

May 3 - June 21, 2022



McGill

Dobson Centre
for Entrepreneurship

BUILDING INNOVATIVE COMPANIES WITH A PURPOSE

MCGILL DOBSON ENTREPRENEURIAL WOMEN LEAN STARTUP PROGRAM 2022

A lean startup program for women by women

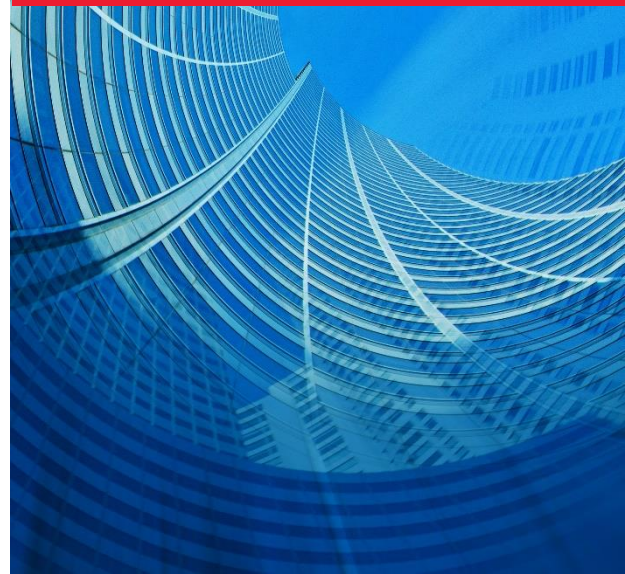
The Dobson Centre is the hub for entrepreneurship at McGill University, where ideas stemming from all faculties grow into innovative companies with a purpose. Our community is comprised of over 400 active startups, that have raised over \$1.5 billion in pre-seed funding, and created over 7000 jobs.

While the share of women entrepreneurs in Quebec and Canada was below 30% in 2020 according to a recent study by the government of Quebec, 50% of the start-ups participating in Dobson programs since 2019 have been co-founded by women.

The McGill Dobson Entrepreneurial Women Lean Startup Program will provide women innovators an opportunity to develop their idea into a viable business concept while delving into the particular challenges and concerns that women frequently encounter, such as barriers to funding opportunities, and perceived encumbrances on work-life balance.

Throughout the 8-week program, founders participate in weekly workshops led by women industry leaders and subject matter experts, and conduct self-directed work on their business concept. Participants gain exposure to business frameworks and tools to evaluate their idea and generate challenging, yet feasible goals for their startup.

By the end of the program, they will have the confidence and the clarity to take their vision to the next stage and will have developed lasting relationships with a network of women entrepreneurs, mentors and business experts.



Marie-Josée Lamothe

Directorship
McGill Dobson Centre
For Entrepreneurship,
Professor of Practice
Desautels Faculty of Management

Since 2019,
50% of our start-ups have
been co-founded by women

“The Dobson Centre endeavors to bridge the gap of inequality in entrepreneurship and is ranked #1 in Canada for developing successful women founders by Pitchbook.

Through this program and other initiatives such as the McGill Dobson Women’s Entrepreneurship Month, our aim is to inspire, teach and develop women entrepreneurs while welcoming them to a wider community of outstanding and supportive women industry leaders“

PROGRAM OVERVIEW

Program Dates:
May 3 to June 21, 2022

Duration:
Tuesdays from 6-8 PM for 8 weeks

Key Learning Themes:

- Why some startups fail, and others succeed: stages, pitfalls and best-practices
 - Understanding your market and what matters to customers
 - Identifying your problem and designing your solution
 - Articulating your value proposition
 - Developing your market outreach strategy
 - Funding an innovative venture & defining kpis
-

WEEKLY WORKSHOPS: The central platform for introducing strategic frameworks and business concepts that guide the process of turning an idea into a business plan. Workshops also provide the opportunity to bridge theory with real-world application through stories, examples and insights from guest speakers. Workshops will generally last one hour, but we reserve an extra hour for group discussions and learning activities.

ACTION LEARNING: Throughout the program, participants work on achieving milestones related to their startup idea and iterating their business plan. This process is a crucial component of the program and will ultimately lead to the development of a viable startup concept.

COACHING SESSION: Upon completion of the workshops, participants are encouraged to submit their business plan to be reviewed during a one-on-one coaching session.



PROGRAM OUTLINE

01

Why some startups fail and others succeed

- Keynote speaker: overcoming prevailing challenges and avoiding common pitfalls
- Program introduction and overview

02

Understanding your market

- Researching your market and determining its size
- Determining your TAM, SAM, SOM
- Defining what matters most to customers

03

Identifying your problem and designing your solution

- Drawing on concepts of design thinking and customer development to:
- Understand customer pain points
- Frame the problem
- Iterate your solution/product
- Develop your proof of concept

04

Articulating your value proposition

- Articulate the value potential customers will get
- Describe what you do in an easy and concise way
- Communicate what sets you apart from the competition

05

Market outreach strategy

- Understand the components of a community outreach strategy
- Acquiring and engaging with your early customers/users
- Community building and other communication approaches for startups

06

Funding your startup & defining your KPIs

- Overview of how startups get funded
- Determining how you will generate revenue and develop financial projections
- Holding yourself accountable by tracking milestones and important KPIs

07

Protecting your IP & other legal issues

- What does it mean to be "venture ready" from a legal point of view?
- Understanding corporate structure
- Managing your IP
- Talking about your idea revealing trade and secrets

08

Putting it all together

- Defining the key elements of your business model and drafting your business plan
- Identifying key resources needed to execute on your vision

Upon completion of the McGill Dobson Women's Entrepreneurship Program, participants are encouraged to apply to the 2023 McGill Dobson Bootcamp & Cup Competition.

PROGRAM SPEAKERS

In order of appearance

Candice Faktor is the co-founder and co-CEO of Disco. She is a serial tech entrepreneur who has a passion for learning and community. Before launching Disco, Candice scaled Wattpad to 80 MM users, making it the world's largest platform for creators to share their stories (sold in Jan 21, for US \$660MM). She is a frequent speaker on the future of learning, an early pioneer in cohort based courses, and creator of Gamechanger.co, a live learning community of 3000+ innovators. Candice is a venture partner for Lobby Capital, and a Board Member of Coveo, an enterprise AI SAAS platform valued at over \$1Bn. She is from South Africa, lives in Toronto with her husband, two boys and puppy.

Safia Morsly-Fikai serves as a Trade Commissioner and head of the ICT section at the Consulate General of Canada in New York. She helps Canadian companies and startups in a variety of tech sectors expand their business in the US and more specifically in NY, Connecticut, New Jersey, and Pennsylvania. Earlier in her carrier, Safia was the spokesperson and public relations senior officer for the Permanent Mission of Canada to the United Nations where she actively worked on Canada's bid for a seat on the Security Council. She also occupied a number of policy-related positions in the Canadian department of industry. Safia has a Bachelor's Degree and a Master's Degree in Economics from the University of Montreal.

Alexandrine Allard has been in product design for 9 years. At work, she transforms research insights into functional interfaces for targeted audiences. With deep interests in behavioral psychology, design, and people, she believes great product design is about human relationships and complexity communicated with simplicity - she sees the real value of her work in crafting designs that tell a story and fulfill human emotional needs. Outside of work, she spends her spare time running, hiking, climbing, reading, cooking with friends, and petting dogs. She currently works as a Senior Product Designer at the leading e-commerce platform for construction RenoRun and resides in Montreal.



Candice Faktor



Safia Morsly-Fikai



Alexandrine Allard

SPEAKERS AND CONTRIBUTORS

In order of appearance

Chloé Naccache is an entrepreneur, marketing consultant in the culture industry, paint artist and part-time lecturer in Marketing. She has over 17 years of sales and marketing experience, in renowned and international companies such as Danone and Weston Foods. She is involved in product and brand strategies, brand positioning and repositioning, managing product life cycles and launching new products for local and international brands. Chloé has participated in the launch of various successful products such as the Oikos Greek Yogurt. She has an MBA in marketing from McGill and Laval University and a Masters degree from Paris Dauphine University. Originally from Paris and proudly Canadian, she currently lectures for MBA, DESS and BAA programs at HEC Montreal.

Jackie Hudspeth has worked on both early-stage impact investing in Montreal through the MIINT and late-stage enterprise SaaS deal flow, at Deutsche Telekom Capital Partners (DTCP) in Silicon Valley. She holds an Honors BFA, Television & Broadcast Journalism from Chapman University (Los Angeles, California) and completed her MBA, Finance and Business Analytics at McGill University. Jackie jumped at the chance to use her multifaceted experience to bring Montreal-based, women-led infinityQ's disruptive technologies to market. There, she successfully orchestrated its Series A and go-to-market efforts as its Director of Growth. She is now the Co-Executive Director & Founder of Blank Chapter Advisory, a non-profit organization that provides advisory, educational resources, and implementation assistance for start-ups and social enterprises.

A serial tech entrepreneur, Annick Charbonneau has founded and managed two tech companies over the past decade. A fervent promoter of the presence of women in entrepreneurship, in 2021 she launched Accelia Capital, a venture capital fund whose mission is to invest in innovative companies, owned or led by women. At over \$50M, it is one of the most important venture capital funds to propel female entrepreneurship in North America. Accelia Capital invests in Quebec or Canadian start-ups and other early stage companies. A graduate in International Business from Pepperdine University in California, Annick also holds a certificate in Artificial Intelligence: Implications for Business Strategy from MIT Sloan School of Management. She is a passionate traveler and enjoys skiing, cycling, and running.



Chloé Naccache



Jackie Hudspeth



Annick Charbonneau

SPEAKERS AND CONTRIBUTORS

In order of appearance

Béatrice T. Ngatcha is a partner, patent agent, and lawyer in Lavery's intellectual property group. She is registered as a patent agent in Canada and the United States and is also a lawyer admitted to the Bar of Ontario and a member of the Barreau du Québec (cjc). Béatrice holds a doctorate in chemistry from Laval University and was a postdoctoral fellow at the National Research Council in Ottawa. Béatrice's expertise is also used in the areas of intellectual property litigation, trade secrets, transactional due diligence reviews, patent-related business strategies, patent portfolio value creation, licensing, and arbitration.

France Camille De Mers is a member of the Business Law group at Lavery. She practices mainly in transactional and commercial law. In her practice, Ms. De Mers negotiates, drafts and revises various legal documents related to commercial transactions (sale and acquisition of businesses, mergers, corporate reorganizations). Over the course of her career, Ms. De Mers has worked on several major transactions and supported entrepreneurs in all facets of their growth. She advises them on their corporate structure, governance, lobbying and strategic issues. Ms. De Mers has developed a specialization in intellectual property and advises her clients on information technology, trademarks and the licensing and transfer of intellectual property rights.



Béatrice T. Ngatcha



France Camille De Mers

PROGRAM APPLICATION

Ideal participant profile

This program is for women McGill-affiliated aspiring entrepreneurs and early-stage founders that have been working on an idea or prototype and who are looking to legitimize their concept and move towards creating a business plan and launching a startup.

Founding teams need not be comprised only of women but women should represent 50% of the equity share. Note that the program is open only to women.

- You identify as a woman and are affiliated with McGill (e.g., student, faculty, staff or alumni).
- Your startup is made up of 50% or more women founders
- You or at least one of your co-founders has at technical expertise, and can build your business upon a technology, science, or idea that is significantly or radically disruptive.

How to apply

A commitment towards attending all the workshops and executing the project work is required.

Following completion of the Lean Startup Program, participants are encouraged to enter in the 2023 McGill Dobson Bootcamp and Cup competition.

[Apply Now](#)

"As an entrepreneur I have the ultimate freedom to pick an issue I see in society and proactively go and make that change that I want to see"

Chloe Ryan, Co-founder of Acrylic Robotics
(Dobson Cup, 2021)





"One way to empower women and set them up for success is to help them capitalize on their strengths and create environments that are enabling for them"

Beatrice Ayinkamiye, Co-founder of Food Bundles
(Dobson Cup, 2021)

"I've seen amazing female founders struggle way more than their male counterparts in securing funding. We can empower women by increasing representation in these domains... So hire more female investing partners – especially at the seed stage."

Sonia Israel, Co-founder at Aifred Health
(X-1 Accelerator, 2016)



"The Dobson Centre believed in us, and that made all the difference."

Azadeh Dastmalchi, CEO & Co-Founder of VitalTracer,
G20 YEA Canadian Delegate, Top 25 Women of Influence in Canada
(X-1 Accelerator, 2019)

"The private and public sectors can support women entrepreneurs that help other women entrepreneurs through accelerators, mentorship programs and capital"

Audra Renyi, Founder of Worldwide Hearing
(Dobson Cup, 2012)



LET'S STAY IN TOUCH!

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