

Building innovative companies
with a purpose

Lean Startup 2020

McGILL
DOBSON CENTRE
FOR ENTREPRENEURSHIP

JOHN DOBSON
FOUNDATION

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McGill Dobson Centre For Entrepreneurship



An eye-opening program to initiate you into the exciting world of entrepreneurship

The Dobson Centre is the hub for entrepreneurship at McGill University, where ideas stemming from all McGill faculties grow into innovative companies with a purpose.

We aim to inspire, teach and develop early entrepreneurs while also introducing them to local, national and global entrepreneurship ecosystems.

The Lean Startup Program is an integral part of the center's programming. It is specifically designed to initiate aspiring entrepreneurs or early stage startups into the world of entrepreneurship.

Upon completion of this intensive four week program, startups will have the opportunity to advance to the Dobson Cup Competition, where they will work on further refining their business plan and mastering their pitch, while gaining exposure to our worldwide network of accomplished and engaged McGill alumni entrepreneurs and investors.

This Lean Startup program offers an immersive experience, aimed at developing your idea into a viable business concept and plan.



Program at a Glance

Turning ideas into startups

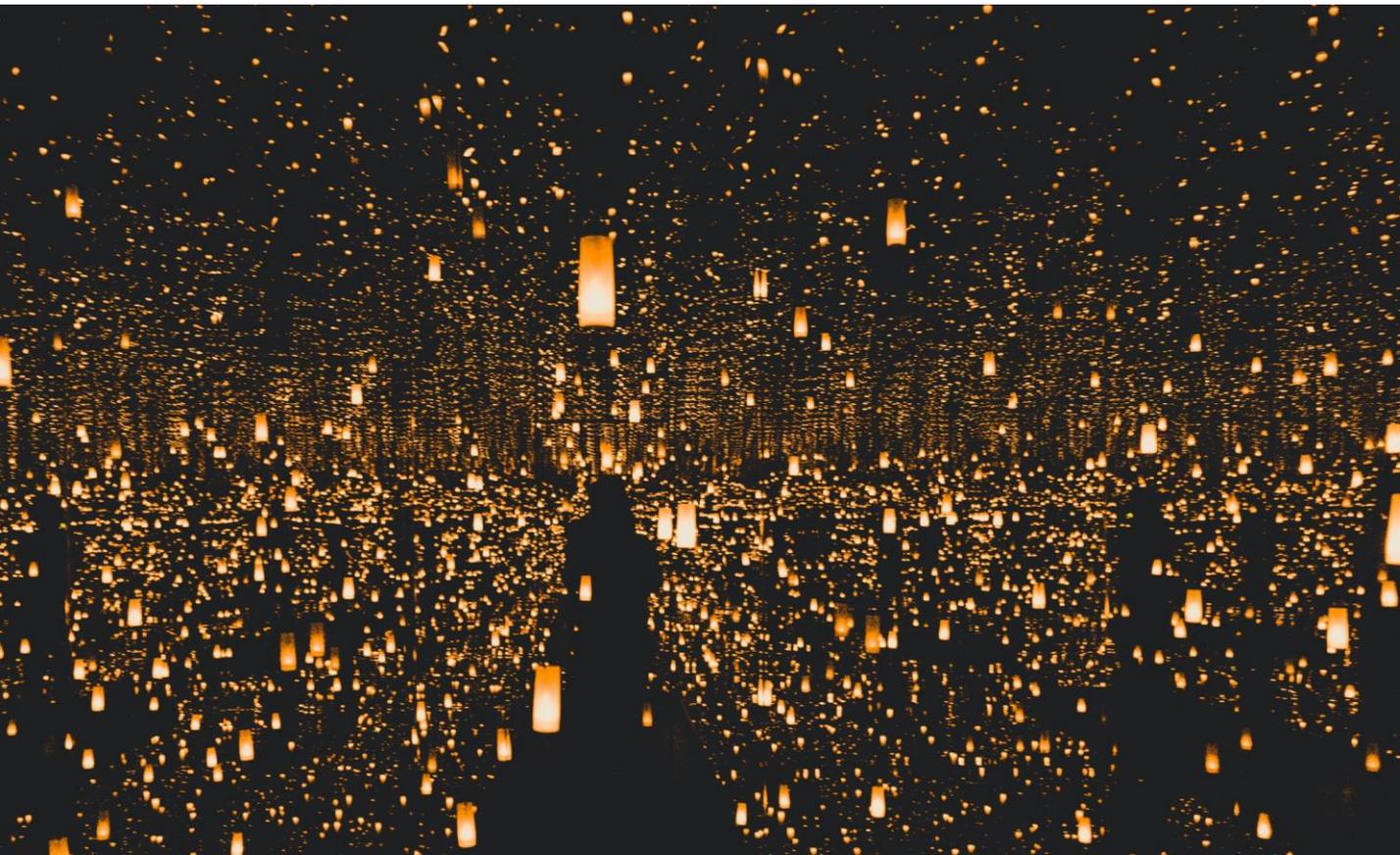
Lean Startup is an **intensive 4-week online program** designed to help you **develop your idea into a viable startup concept**, while **initiating you** into the world of **entrepreneurship**.

Through informative workshops and self-directed work on *your* startup, you will gain exposure to business frameworks and tools to diagnose your idea and generate challenging, yet

feasible goals for your startup.

You will also develop a general understanding of the pillars of business and how they fit into building your vision.

By the end of the program, you will have tested the feasibility of your ideas and developed your business model, and you will have the confidence and the clarity to pursue the next steps in building a successful startup.



Program Overview

Date: October 20 – November 10

Key Learning Themes

- Why some startups fail and others succeed: stages, pitfalls and best-practices
- Validating a proof of concept
- The framework to creating a viable product
- Building a business plan

Format

- **ACTION LEARNING:** Throughout the program, participants work with their teams on achieving milestones related to their startup idea. This process is a crucial component of the program and will ultimately lead to the development of a viable startup concept.
- **WEEKLY WORKSHOPS:** The central platform for introducing strategic frameworks and business concepts that guide the process of turning an idea into a business. Workshops also provide the opportunity to bridge theory with real-world application through stories, examples and insights from guest speakers. Workshops will generally last 2 hours but we reserve an extra hour for guest speakers and mentors.

Guiding question & learning progression	Presentation approach
What is it and why should I care?	Brief interactive lecture
How does it work?	In-depth discussion of case study, stories or other examples
How can I use it within my startup?	Discussion on applying frameworks & concepts to each startup, followed by Q&A discussion



Lean Startup Course Plan

<i>Week</i>	<i>Workshop</i>	<i>Action-Learning Project</i>
1 Tuesday Oct. 20 6-8 PM	Why Some Startups Fail And Others Succeed <ul style="list-style-type: none"> • Program introduction and overview • Understanding the cycles and stages of a startup • Overcoming prevailing challenges and avoiding common pitfalls • Best-practices – drawing from lean methodology to improve the odds 	Market Outreach: <ul style="list-style-type: none"> • Talking to your target market or potential partners to learn what they really want
2 Tuesday Oct. 27 6-8 PM	Validating A Proof Of Concept <ul style="list-style-type: none"> • What is proof of concept and why you need it? • Using value proposition design to: <ul style="list-style-type: none"> • Validate the need • Address customer pain points • Conceptualize a solution/prototype • Seek feedback and testing 	Value Proposition Design: <ul style="list-style-type: none"> • Defining what problems you will solve and how you will do it
3 Tuesday Nov. 3 6-8 PM	The Framework To Creating A Viable Product <ul style="list-style-type: none"> • The purpose of a minimum viable product (MVP) • Criteria for building and testing your MVP 	Minimum Viable Product: <ul style="list-style-type: none"> • Developing/defining the features of your MVP and roadmap for early stage testing and feedback
4 Tuesday Nov. 10 6-8 PM	Building A Business Plan <ul style="list-style-type: none"> • Moving from concept to launching a viable business – identifying the key building blocks • Roadmap for the future • Putting together an attractive business plan to present to stakeholders 	Business Model Generation: <ul style="list-style-type: none"> • Articulating your business' infrastructure, offerings, customers, revenue streams and more



Program Application

Ideal Participant Profile

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

- Your team has at least one founder that is a McGill University student, faculty member, staff member or alumni.
- Your team has at least one technical co-founder, and can build your business upon a technology, science, or idea that is significantly or radically disruptive.

A commitment towards attending all the workshops and executing the project work is required. Following completion of the Lean Startup Program Teams are encouraged to enter in the 2021 McGill Dobson Cup competition.

Candidates must **apply [online](#)** and supply a **short video url introducing themselves** via email to leanstartup.mgmt@mcgill.ca **by September 21, 2020.**

