January 25 – March 30
McGill Dobson Bootcamp & Cup Competition 2022
GROWING THE ENTREPRENEURIAL MINDSET

The Dobson Centre is the hub for entrepreneurship at McGill University, where ideas stemming from all faculties grow into innovative companies with a purpose. We inspire, teach and develop early entrepreneurs while welcoming them to a wider entrepreneurship ecosystem.

The McGill Dobson Bootcamp & Cup Competition aims to ignite and cultivate an entrepreneurial mindset.

Throughout the Bootcamp, teams broaden their entrepreneurial skills by participating in targeted workshops covering topics such as value creation, market research, financial basics and storytelling, in addition to pitch practices and coaching sessions.

The Cup Competition awards the strongest teams up to $200,000 in prize money across four categories: Social Impact Enterprise Environmental Enterprise Innovation and Technology Driven Enterprise Health Sciences Enterprise.

Upon completion of McGill Dobson Bootcamp & Cup, teams are encouraged to apply to the 2022 McGill Dobson X-1 Accelerator.

“The McGill Dobson Bootcamp & Cup Competition provides up-and-coming McGill affiliated startups with comprehensive learning, networking opportunities, coaching sessions and the chance to compete for seed funding. This flagship program launches McGill entrepreneurs to the next level of their journey.”

KIKA ARMATA
Senior Program Manager,
Dobson Centre For Entrepreneurship
McGill University
**BOOTCAMP AND CUP PROGRAM OVERVIEW**

<table>
<thead>
<tr>
<th>APPLICATION DEAD LINE</th>
<th>PARTICIPANT SELECTION</th>
<th>PROGRAM</th>
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<tr>
<td>JAN. 16</td>
<td>JAN. 21</td>
<td>JAN. 25-MAR. 30</td>
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**Program Dates:** January 25 – March 30th, 2022  
**Duration:** 10 weeks

The **DOBSON BOOTCAMP & CUP COMPETITION** consists of two parts.

1. **Bootcamp experience:**
   - **Weekly workshops:** Delivered by seasoned entrepreneurs and business experts, these sessions aim to introduce strategic frameworks and concepts that guide the process of shaping and developing startup ideas.
   - **Clinics:** Available by appointment, the clinics are hands-on, one-on-one meetings to support startups on specific areas of their business plan.
   - **Banking information session:** Offered by the National Bank, this session provides an opportunity to explore the specifics of banking for startups.

2. **Cup Competition experience:**
   - **Dobson Cup:** The competition comprises two rounds, the semi-finals (up to 30 teams per track) and the finals (up to 8 teams per track), followed by the Awards Ceremony. The winning teams will compete for over $200,000 in prize money.
   - **Streams:** The prizes will be awarded across four tracks:
     - Health Sciences Enterprise Track
     - Technology Driven Enterprise Track
     - Social Impact Enterprise Track
     - Environmental Enterprise Track
BOOTCAMP OVERVIEW

Program Dates: January 25 – March 22, 2022
Duration: Tuesdays from 6-8 PM for 8 weeks (Break from February 28th to March 5th)

Throughout the program, participants work with their teams on achieving milestones related to their startup and their pitch. This process is a crucial component of the program and will ultimately lead to a stronger startup concept.

Key Learning Themes of the Program:

- Creating and delivering an effective pitch presentation
- Conducting market research
- Crafting your marketing strategy
- Establishing and tracking Key Performance Indicators (KPIs)
- Understanding business structures and steps of incorporation
- Designing your roadmap for the future

“A fantastic learning experience. Going through the preliminary rounds, semi-finals and finals really challenged us to continually absorb new information and use that to improve and refine our narrative, our product and our strategy. Dobson also offered workshops on everything from startup financials to storytelling and pitching, to IP issues and fundraising. It was a great chance to reinforce existing knowledge and also learn a bunch of new things.”

Chloé Ryan, McGill Student, Faculty of Engineering
Co-Founder Acrylic Design
# BOOTCAMP COURSE PLAN

<table>
<thead>
<tr>
<th>WEEK</th>
<th>WORKSHOP THEMES</th>
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<tbody>
<tr>
<td>January 25 6:00 P.M.</td>
<td>1. Introduction</td>
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<tr>
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<td>• Welcome</td>
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<td>• Keynote Speaker</td>
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<td>• Program Introduction</td>
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<tr>
<td>February 1 6:00 P.M.</td>
<td>2. Creating and delivering an effective pitch presentation</td>
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<tr>
<td></td>
<td>• What to include in your pitch</td>
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<td>• Pitch structure</td>
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<td>• Tips for creating a cohesive and clear presentation</td>
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<td>February 8 6:00 P.M.</td>
<td>3. Storytelling and Audience Engagement</td>
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<td>• Enhancing your pitch and capturing the audience’s attention with an engaging narrative</td>
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<td>February 15 6:00 P.M.</td>
<td>4. National Bank info session</td>
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<td>February 22 6:00 P.M.</td>
<td>5. Market Research</td>
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<td></td>
<td>• Performing your competitive analysis</td>
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<td>• Best practices and useful resources for your market research</td>
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<td>March 8 6:00 P.M.</td>
<td>6. Market Positioning for Startups</td>
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<td>• Creating a marketing strategy that aligns with your value proposition and brand promise</td>
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<td>March 15 6:00 P.M.</td>
<td>7. Finance for Startups: KPIs and Revenue Models</td>
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<tr>
<td></td>
<td>• Identifying your Key Performance Indicators (KPIs)</td>
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<td></td>
<td>• Developing a sound revenue model</td>
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<td>March 22 6:00 P.M.</td>
<td>8. Legal – Business Structures</td>
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<td>• Defining the business structure that suits your startup</td>
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<td>• Understanding how to incorporate</td>
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CUP COMPETITION OVERVIEW

Program Dates:
February 10-11, 2022 Semi-Finals
March 28-30, 2022 Finals
March 30, 2022 Award Ceremony

The competition is made of two rounds, the semi-finals (up to 30 teams per track) and the finals (up to 8 teams per track), followed by the Awards Ceremony. Participating startups will deliver a 5-minute pitch followed by a 10-minute Q&A to an external panel of judges.

Tracks: The competition will take place across four tracks:

Health Sciences Enterprise Track (HSE): Open to startups developing innovative solutions in the health sciences fields of biology, chemistry, physics, medicine, dentistry and engineering as well as a variety of multidisciplinary fields that are working to improve health, quality of life, patient centered healthcare, prevent and cure diseases, and understand how humans and animals function.

Technology Driven Enterprise Track (TDE): Open to startups developing global solutions upon a new technology in the fields of computer science, robotics, mechanical engineering, manufacturing, construction, communications, education, business, financial and information technology as well as a variety of multidisciplinary fields that are working to significantly or radically disrupt their industry sector.

Social Impact Enterprise Track (SIE): Open to non-profit or for-profit startups that apply commercial strategies to maximize improvements in human and social well-being, such as trading cooperatives, credit unions, community organizations, NGOs or other multidisciplinary fields that are working to achieve social, cultural and/or community economic outcomes as their mission.

Environmental Enterprise Track (EE): Open to startups developing innovative solutions to address one or several major global environmental challenges in the fields of nature conservation, agricultural science, renewable energy, transportation, waste management, food production, consumer goods, retail and packaging or other multidisciplinary fields that are working to reduce negative impact or increase positive effects on the environment.
Over $200,000 in funding will be allocated to the winning teams.

**DOBSON CUP POWERED BY NATIONAL BANK**

$160,000 in prizes distributed across all four tracks:

- 1st Place - Four (4) prizes of $20,000*
- 2nd Place - Four (4) prizes of $12,000
- 3rd Place - Four (4) prizes of $8,000

**MASTERCARD FOUNDATION-DOBSON STARTUP AWARDS**

Established under the Mastercard Foundation Scholars Program at McGill University the MCF-Dobson Startup Awards supports ventures competing in the Social Impact track. The awards will be offered to viable, sustainable, and scalable social ventures and community projects that create economic opportunities for others.

- 1st Place MCF-Dobson - $10,000
- 2nd Place MCF-Dobson - $7,000

Amount: $17,000

**MURDOCH FAMILY INITIATIVE AWARD**

Established by Neil Murdoch (BCom'81) and Gisele Murdoch to help support undergraduate students in the Desautels Faculty of Management to take the initiative to gain practical experience during their studies and to encourage students to be creative and entrepreneurial.

Amount: $5,000

**STEVEN PAL FAMILY AWARD**

Established in 2020 by Steven Pal (BSc 1979, MBA 1981), this award will be for a student who has demonstrated entrepreneurial talent and initiative and is involved in an entrepreneurial venture.

Amount: $5,000

**AVMOR PRIZE FOR SOCIAL RESPONSIBILITY**

Established in 2003 through the generosity of Mr. Avrum Morrow for an outstanding undergraduate startup focused on social responsibility.

Amount: $1,900
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<tr>
<th>Date</th>
<th>Event</th>
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<tbody>
<tr>
<td>January 16</td>
<td>Deadline for applications</td>
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<td>January 24</td>
<td>Semi-finalists announced</td>
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<td>February 10</td>
<td>Semi-finals pitch day – HSE Track</td>
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<td>February 10</td>
<td>Semi-finals pitch day – TDE Track</td>
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<td>February 11</td>
<td>Semi-finals pitch day – EE Track</td>
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<tr>
<td>February 11</td>
<td>Semi-finals pitch day – SIE Track</td>
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<tr>
<td>February 17</td>
<td>Finalists announced</td>
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<td>March 25</td>
<td>Deadline for final startup plans</td>
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<td>March 28</td>
<td>Finals pitch day – HSE &amp; EE Tracks</td>
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<tr>
<td>March 29</td>
<td>Finals pitch day – TDE &amp; SIE Tracks</td>
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<td>March 30</td>
<td>Awards Ceremony</td>
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MCGILL DOBSON BOOTCAMP & CUP COMPETITION

PROGRAM APPLICATION

IDEAL PARTICIPANT PROFILE
The McGill Dobson Bootcamp & Cup competition is a comprehensive program for McGill-affiliated early-stage startups that have been working on a prototype or/and have a functional business who are looking to develop their business plan and move towards launching their startup.

- Your team has at least one member that is affiliated with McGill (e.g., student, faculty, staff 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.
- All team compositions: unidisciplinary, multi-disciplinary and inter-professional teams are welcomed and encouraged, as are teams that include learners or graduates.

HOW TO APPLY
1. Read the online guidelines to confirm eligibility and understand the major steps.
2. Choose which of the four tracks of the Dobson Cup competition you want to enter. Track definitions are available in the guidelines.
3. Write your five-page startup plan using the fillable Microsoft Word template and convert it into a pdf document. Plans that do not use the template will not be accepted.
4. Make a short video of your team presenting the project (1’30” maximum) – unlisted on YouTube or Vimeo. Fill-in the online application form, attach your pdf startup plan and add the link to your video.

A commitment towards attending all the Bootcamp workshops and executing the project work is required. Following completion of the McGill Dobson Bootcamp and Cup Program, participants are encouraged to apply to the 2022 McGill Dobson X-1 Accelerator.

Candidates must apply online by Sunday, January 16 at 11:59 P.M.
LET’S STAY IN TOUCH.

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