Semi-finals Startup Plan

Name of your startup\*



30-word public description of your company\*.

**McGill Dobson Cup Track:** Choose an item.

**Team Leader**

|  |  |  |
| --- | --- | --- |
| Click or tap here to enter text. | Click or tap here to enter text. | Click or tap here to enter text. |

**Team (up to 5 members)\***

|  |  |  |  |
| --- | --- | --- | --- |
| Full Name | McGill Affiliation | Faculty (for McGill Affiliates) or Educational Institution (other than McGill)  | Graduation month and year (most recent degree) |
|  | Choose an item. |  | MM / YYYY |
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|  | Choose an item. |  | MM / YYYY |
|  | Choose an item. |  | MM / YYYY |

# Value proposition

*Guidelines for this section (can be deleted once section is complete):*

* ***Describe your product or service\*.***
* ***What pain points are you solving for your target customer?\****
* *Describe the market opportunity.*
* *What is unique and what are the main benefits of your product or service?*
* *At what stage is your startup?*

# Customers/Beneficiaries

*Guidelines for this section (can be deleted once section is complete):*

* ***Who are the target customers and/or beneficiaries of your product or service?\****
* *What is the size of the market and why and how will your customers buy your product(s) and/or use your service?*
* *Describe your beachhead market*
* *FOR SIE TRACK ONLY: Have you leveraged design thinking (or human centred-design) to develop your SIE and if so, how?*

# Marketing

*Guidelines for this section (can be deleted once section is complete):*

* ***How will/did you acquire your first customer/beneficiary?\****
* ***How will you reach a larger target audience of customers/beneficiaries?\****
* *How will you advertise and/or distribute your product or service?*
* *What is your media and communications plan?*

# Competition

*Guidelines for this section (can be deleted once section is complete):*

* ***Who are the main competitors of your company?\****
* ***What is your competitive advantage compared to your competitors?\****
* *Why has this not been done before or what is different about your product compared to industry standards?*
* *What do customers use now instead of your product or service?*
* *What stops others from copying you?*

# Business and financial model

*Guidelines for this section (can be deleted once section is complete):*

* ***What is the proposed business model i.e. how is your company going to make money?\****
* ***What are the high-level projections for revenue and costs?\****
* *Is there evidence the customers will buy the product or use your service?*
* *How much money do you need, when, and what for?*
* *When will your company be cash flow positive?*
* *FOR SIE TRACK ONLY: What form of SIE are you adopting: for-profit, non-profit or hybrid?*
* *FOR SIE TRACK ONLY: What is your SIE’s business model for sustainability?*
* *FOR SIE TRACK ONLY: If your SIE is non-profit or hybrid, what are your sources of funding?*

# Team composition

*Guidelines for this section (can be deleted once section is complete):*

* ***List team members and their main areas of expertise.\****
* ***What set of skills does your team possess that will enable you to successfully launch and manage your company?\****
* *Why are you doing this?*
* *What is your track record of success?*
* *Why do you believe you will succeed?*

# Social impact – For SIE Track only – To be deleted if not used

*Guidelines for this section (can be deleted once section is complete):*

* ***What is your Theory of Change, i.e. please describe how and why a desired change is expected to happen as a result of your SIE?\****
* *How do you foresee scaling your SIE?*
* *How will you measure your social impact?*

# Environmental impact – For EE Track only – To be deleted if not used

*Guidelines for this section (can be deleted once section is complete):*

* ***Which environmental issue(s) does your EE address, at the global and/or at a more local level? You can use the*** [***UN Sustainable Development Goals***](https://sdgs.un.org/goals) ***as a guideline.\****
* ***How does your solution address this/these issue(s), i.e. what are the environmental benefits of your project?\****
* *How will you take environmental issues into account into your day-to-day operations?*
* *How will you measure your direct and indirect environmental impact?*

# Other considerations

*Guidelines for this section (can be deleted once section is complete):*

* *What are one or two major risks that can influence your company?*
* *How would you react if these risks occurred?*
* *What (if any) partnership opportunities can you leverage?*
* *Building a company requires a significant amount of “hustle”. Tell us how many potential customers your team has spoken with. What was their feedback? If your company is in a two-sided market place, tell us about feedback you received from both sides.*
* *Besides financial support, what other resources do you need and how would they be deployed?*
* *How does your team demonstrate persistence and progress?*
* *What is the likelihood that you will actually proceed with this project, full time?*
* *What are your key next steps?*

# Appendix (optional section – To be deleted if not used)

* *Include appendix information or works cited.*