



McGILL DOBSON
NEURO INNOVATION LEAN STARTUP

In Partnership with:



HEALTHY BRAINS
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McGill Dobson NEURO INNOVATION LEAN STARTUP Program

February 1st – March 22nd 2022



McGill

Dobson Centre
for Entrepreneurship

BUILDING INNOVATIVE COMPANIES WITH A PURPOSE

PROGRAM AT A GLANCE

TURNING SCIENTIFIC IDEAS INTO STARTUPS

The McGill Dobson Centre is delighted to partner with Healthy Brains, Healthy Lives (HBHL) with the mission to support and accelerate emerging innovation and scientific discovery in the fields of neurosciences, neurobiology, neuroinformatic, neurotechnology, neurorobotics or artificial intelligence.

HBHL builds on McGill's scientific excellence and global leadership in areas of neuroscience to accelerate translational discoveries, create a centre of excellence in neuroinformatic and deliver implementable, clinically effective outcomes in brain and mental health. To promote innovation and entrepreneurship in neuroscience, HBHL funds and relies on the expertise of [NeuroSphere](#), McGill's neuroscience innovation accelerator.

The maturation and the acceleration of neuro-innovations developed at McGill ultimately require the creation of a dynamic entrepreneurship ecosystem in neuroscience. To do this, NeuroSphere is very proud to partner with the [McGill Dobson Centre for Entrepreneurship](#).

The McGill Neuro Innovation and Entrepreneurship Program is a **tailored learning approach intended specifically for scientific researchers**. It is designed to help take you from the **idea stage** to **developing** and **launching** a **viable start-up**, while **immersing** you into **entrepreneurship ecosystem**.

Through informative workshops and mentoring with industry and subject matter experts, you will gain exposure to business frameworks and tools to evaluate your idea and generate challenging, yet feasible goals for your start-up. You will bring your vision to life and take your business to the next stage.



**KRYSTLE
VAN HOOF**

Managing Director and
CEO of Healthy Brains,
Healthy Lives



**MARIE JOSÉE
LAMOthe**

Academic Director
McGill Dobson Centre for
Entrepreneurship &
Professor of Practice,
Desautels Faculty of
Management



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PROGRAM OVERVIEW

Program Dates: February 1st – March 22nd, 2022

Duration: Tuesdays from 5:30 -7:30 PM for 8 weeks

Key Learning Themes

Lean Startup Turning An Idea Into A Business

- Why some startups fail, and others succeed: stages, pitfalls and best-practices
- Defining innovation and resistance in neuro
- Understanding your market
- What matters to customers
- The framework to creating a viable product
- Protecting your IP & Open Science
- Funding an innovative venture & Defining KPIs
- Generating a business model to move from idea to startup
- Crafting and articulating your vision to stakeholders

Format

Hybrid in-person and virtual sessions

- **WEEKLY WORKSHOPS:** The central platform for introducing strategic frameworks and business concepts that guide the process of turning a scientific idea into a business. Workshops also provide the opportunity to bridge theory with real-world application through stories, examples, and insights from key industry leaders. Workshops will generally last 1 hour, but we reserve an extra hour for guest speakers and group discussion.
- **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.

Following completion of the Neuro Innovation Lean Startup Program, teams are encouraged to enter in the 2023 McGill Dobson Cup competition.



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LEAN STARTUP COURSE PLAN



Pre-Program:

Participants need to complete an assessment survey

WEEK	WORKSHOP THEMES	ACTION-LEARNING PROJECT
1 Feb. 1 st	Why Some Startups Fail And Others Succeed <ul style="list-style-type: none"> Understanding the cycles and stages of a startup Importance of team composition Overcoming prevailing challenges and avoiding common pitfalls Best-practices – commercialization of academic technology 	Market Outreach: <ul style="list-style-type: none"> Talking to your target market or potential partners to learn what they really want
2 Feb. 8 th	Understanding Your Market <ul style="list-style-type: none"> Tools for competitive analysis Researching your market and determining its size Identifying your beachhead market 	Market Research: <ul style="list-style-type: none"> Researching your market to determine where you fit Crafting your persona
3 Feb. 15 th	What Matters to Customers <ul style="list-style-type: none"> Using value proposition design to: <ul style="list-style-type: none"> define what problems you are solving understand the difference between “price”, “cost” and “value” Analysis of direct/indirect stakeholders How to overcome innovation resistance Impact of neuro tech on sectors/consumers 	Value Proposition Design: <ul style="list-style-type: none"> Defining what problems you will solve and how you will do it
4 Feb. 22 nd	The Framework To Creating A Viable Product <ul style="list-style-type: none"> Building a proof of concept 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 Creating the roadmap for early-stage validation and feedback



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WEEK	WORKSHOP THEMES	ACTION-LEARNING PROJECT
5 Mar. 1 st	Protecting Your IP & Open Science <ul style="list-style-type: none"> • What does it mean to be “venture ready” from a legal point of view? • Managing your IP: talking about your idea without revealing trade secrets • How to navigate the regulations of tech and neuroethics • Find a balance between IP and Open Science 	Reflection on legal issues: <ul style="list-style-type: none"> • Define what elements of your project may be protected • Conduct a due diligence scan on your name and/or trademark
6 Mar. 8 th	Funding an innovative venture & Defining KPIs <ul style="list-style-type: none"> • Basics to finance and accounting • Barriers to funding in an innovative-driven field • Defining the right metrics 	Revenue Generation <ul style="list-style-type: none"> • Determine your revenue and cost structure • Identify important milestones and KPIs for your startup
7 Mar. 15 th	Crafting and Articulating the Vision and Strategic Plan to Stakeholders <ul style="list-style-type: none"> • Creating and telling a compelling story • Tips for communicating data and scientific information • Understanding what goes into an elevator pitch and a pitch presentation • Putting together an attractive business plan to present to stakeholders 	Create a business plan: <ul style="list-style-type: none"> • Putting it all together into a compelling plan
8 Mar. 22 nd	Building A Business Plan <ul style="list-style-type: none"> • Moving from concept to operating a viable business – identifying the key building blocks • Roadmap for the future • Crafting a revenue model 	Business Model Generation: <ul style="list-style-type: none"> • Articulating your business’ infrastructure, offerings, customers, revenue streams and more

Post-Program:

Participant needs to complete an assessment form

One-on-one mentorships:

Review/mentorship of business plan for each team



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PROGRAM APPLICATION

IDEAL PARTICIPANT PROFILE

This program is **for McGill-affiliated** aspiring entrepreneurs and early-stage startups that are working on a **neuro-related innovation** and are looking to **validate their idea** and move towards **launching a startup**.

- Your team has at least one member that is affiliated with McGill (e.g., student, faculty or staff). Alumni participants will be taken into consideration.
- 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.
- Your project is aligned with one of [HBHL's research themes](#).
- All team compositions: unidisciplinary, multi-disciplinary and inter-professional teams are welcomed and encouraged, as are teams that include learners or graduates.

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

Candidates must [apply online](#) by **January 17th, 2022, at 11:59 PM.**



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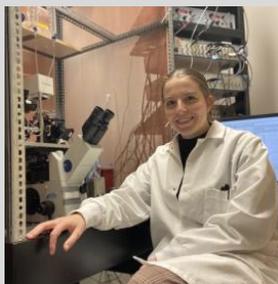
SPEAKERS

in order of appearance



SONIA ISRAEL

Sonia Israel is the Director of Scientific Partnership for Aifred Health. Nearing the end of her Honours Neuroscience degree at McGill University, Sonia co-founded Aifred Health with the intention of enhancing the interface between leading research and mental health care. Her experience as a research student at the Montreal Neurological Institute has provided Sonia with insight towards the inter-professional approach that is necessary to optimally refine health care. She is the recipient of numerous leadership awards, including the Lieutenant Governor's Medal of Quebec. Sonia's thirst for innovation drives her to create and identify opportunities for collaboration in the psychiatric sector.



STEPHANIE MOUCHBAHANI-CONSTANCE

Stephanie is a PhD student at McGill in the Department of Physiology and co-founder of a start-up called Ptero Tech. She is the recipient of the Vanier Scholarship from the Canadian Institute for Health Research and is one of 3 Canadians invited to attend the 2020 Lindau Novel Laureate Conference. For the past 3 years, her PhD research has focused on studying the venom responsible for excruciatingly painful stings produced by lionfish with a focus on understanding how this venom causes so much pain on a molecular level. From her research, Stephanie and her PhD supervisor co-founded a start-up called Ptero Tech to commercialize the first ever treatment for pain caused by lionfish stings. They since taken their product, called StingMaster, from lab to the market in 1 year and it is the first ever over-the-counter topical cream that treats the pain caused by lionfish and jellyfish stings.



AMANDA WHEATLEY

Amanda Wheatley is the Liaison Librarian for Entrepreneurship at McGill University. She has a Masters in Library and Information Science from Western University, and prior to her work in librarianship, was employed in the private sector as a data analyst and market researcher. Amanda provides research assistance to start-ups in the McGill Community and has worked with winners of the Dobson Cup and the ACFAS génies en affaires competitions.



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CLAUDE MACDONALD

Claude is the founding president of Talentuum. Over the last 26 years he has trained more than 30,000 managers, professionals and employees from major organizations across Canada, the United States, Europe and Asia. Claude is a certified business coach (Registered Corporate Coach), a certified professional from the ROI Institute (CPR) and is also a faculty member of the McGill Executive Institute. Fluent in both French and English, he has designed several tools, workshops and training programs offered by TALENTUUM. His areas of expertise are customer success, sales leadership, sales management & B2B consultative selling.



ROBERT LALONDE

Rob Lalonde brings over 25 years of executive management and advisory experience to lead go-to-market, growth acceleration, and entry into new market for startups and early-stage companies. Rob has held executive positions in multiple, successful high-tech companies and startups. He possesses a unique and multi-disciplined set of skills having held positions in Sales, Marketing, Business Development, and CEO and board positions. Rob has completed MBA studies at York University's Schulich School of Business and holds a degree in computer science from Laurentian University.



NAEEM KOMEILIPOOR

Dr. Naeem Komeilipoor, a scientist and an entrepreneur, is passionate about finding solutions that could have huge impacts on people's lives. He has studied and worked in several countries around the world in different fields such as Neuroscience, Biomedical Engineering, and AI. Currently, at his company, AAVAA, he is leading a group of engineers and scientists that are building neural-interface devices that enhance human capabilities and have both consumer and medical applications



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BÉATRICE NGATCHA

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. In addition to an important practice in drafting and obtaining patents for Canadian and foreign clients, Béatrice's expertise is used in the areas of intellectual property litigation, trade secrets, transactional due diligence reviews, development. patent-related business strategies, patent portfolio value creation, licensing and arbitration. Béatrice frequently lectures on intellectual property at academic and professional conferences.

GARTH SMITH



Currently, Dr. Smith is the VP, Business Development and Partnerships for the Ontario Brain Institute (OBI). His mandate is to manage the OBI's commercialization efforts and its relationships with Canadian neurotechnology companies and multinationals. Previously, Dr. Smith also was a product and business development consultant that helped clients with their drug and device development programs. He also worked for a product development consulting firm offering product and regulatory assistance to life science companies focused on a wide range of clinical indications. He was also Director, Drug Development for a start-up pharmaceutical company focused on various CNS indications and was responsible for the lead candidate's development from concept to first-in-human clinical trial. His work experience also includes working in the tech transfer office of the University Health Network, Canada's largest research organization. His academic career started with a B.Sc. (Hons.) degree in Neurosciences at the University of Toronto, followed by a M. Sc. in Neurophysiology, at the University of British Columbia. He completed his academic training with a Ph.D. in Physiology at the University of Cambridge where he was designated as a Cambridge Commonwealth Trust Scholar. Upon returning to Toronto, he was a Research Fellow at the Toronto Western Research Institute. He has presented at numerous international conferences and authored a number of articles in several peer-reviewed journals.

NATHANIEL HAEEMS



Nathaniel is a seasoned coach, trained facilitator and consultant with international experience in both Europe and North America who has spearheaded a number of leadership development initiatives for various multinational organization. His subject matter expertise is focused on effective business communications – analyzing, organizing and presenting ideas clearly and with impact – as well as conflict resolution. He is currently a faculty lecturer for the McGill Executive Institute “Building and Selling a Winning Business Case” seminar as well as an important contributor to various custom programs. He holds a Bachelor of Commerce degree from Concordia University and an MBA from McGill University.



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STUART KOZLICK



Stuart is a Strategic Advisor, Executive-In-Residence within the Emerging Technology & Startup practice at Fasken Martineau DuMoulin LLP. Stuart also serves as Professor of Practice in McGill University's Faculty of Medicine, Department of Surgery, and as Faculty Lecturer in the university's Faculty of Engineering, Department of Mechanical Engineering. In 2019, Stuart became CEO of Puzzle Medical Devices Inc. Previously, Stuart held executive positions at Medical Robotics, Kinova Robotics Inc., CAE Healthcare, Medtronic Inc., and the former CryoCath Technologies Inc. He is passionate about early-stage ventures and opportunities that require market analysis, needs assessment, product and business model discovery and definition, corporate strategic positioning and planning, and go-to-market execution. Stuart continues to support the growing medtech ecosystem of Montreal through various board positions and in an Advisory/Mentor capacity for entities such as L'institut TransMedTech, CTS Santé, RTI Inc., and TechStars Montreal AI, to name a few.

FRANCINE GERVAIS



Dr. Francine Gervais has over 30 years of scientific and management experience spanning from academic research to private and publicly traded biopharmaceutical companies. Dr. Gervais was Senior VP of Pharmaceutical Development at PainCeptor Pharma Corp for 4 years. Prior to this, she was VP of R&D for 9 years at Neurochem (now Bellus Health)/ she was successful in establishing and managing several research & development programs which led to the identification of 4 drug candidates that advanced clinical studies in several fields (pain, neurodegeneration, inflammatory diseases). Prior to joining the biopharmaceutical industry, Dr. Gervais was an Associate Professor in the Department of Experimental Medicine at McGill University and at the McGill Centre for the Study of Host Resistance. Dr. Gervais received her PhD in Microbiology and Immunology from University of Montreal, completed her post-doctoral study working immunohematology (stem cell research) at the Research Centre, Hôpital du Sacré-Coeur. Dr. Gervais is now working as a consultant in pharmaceutical development.



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