

JOHN DOBSON  
FOUNDATION

**MCGILL  
X-1  
ACCELERATOR  
2021**

**June 1 – August 6**



**McGill**

Dobson Centre  
for Entrepreneurship

**BUILDING INNOVATIVE COMPANIES WITH A PURPOSE**



## KIKA ARMATA

### Program Manager

McGill Dobson Centre  
For Entrepreneurship

*“We are thrilled to support cutting-edge innovation stemming from across McGill, by empowering our most promising startups with the entrepreneurial mindset to bring their vision to life and make a positive impact.”*

**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 X-1 Accelerator Program is an integral part of the center’s programming. It is specifically designed to accelerate McGill startups with initial traction towards investment readiness.

Upon completion of the program, the most successful startups will move on to participate in the Dobson Startup Tour, supported by our worldwide network of accomplished and engaged McGill alumni entrepreneurs and investors.

This program offers an immersive experience, aimed at developing an entrepreneurial mindset to help startups in their effort to continually scale.

# PROGRAM AT A GLANCE

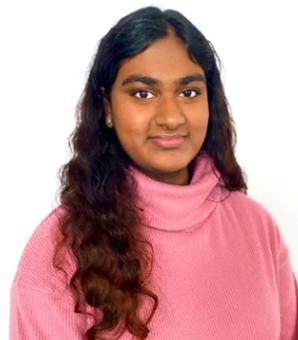
AN **IMMERSIVE** EXPERIENCE, AIMED AT **LAUNCHING** YOUR STARTUP  
TO THE NEXT PHASE – **INVESTMENT** READINESS

This **10-week online program** is designed to **accelerate** your startup by connecting you to McGill's entrepreneurship network. The program offers a wealth of learning opportunities as you engage with top caliber experts and experienced industry mentors. By the end of the program, you will have greater clarity of your target market and customers, as well as the business acumen to effectively sell your vision to investors.

**Your team will benefit** from up to **\$15,000 in funding** and participate in **weekly workshops** on key entrepreneurial themes, while working through the crucial steps needed to launch your business.

In addition, you will be supported through **weekly one-on-one mentorship meetings** to help your startup continually develop and apply concepts as they relate to your business.

*"X-1 enabled us to learn how to plan our next steps and what priorities we must consider, while giving us access to mentors that can give us advice on how to improve."*



**MEERA KANAGALINGHAM**  
**Co-Founder**  
GynAware

# PROGRAM OVERVIEW



WEEK	WORKSHOP THEMES	ONE-ON-ONE MENTORING
1	Program launch and team introductions Improving the Odds	
2	Articulating your value proposition	Deep dive into your customer profile and go-to-market strategy
3	Building your pitch deck Legal Considerations for Startups	Becoming investment ready from a legal point
4	Product Development <i>Perfecting Your Pitch round 1</i>	Roadmap to creating value for your customers
5	Accounting for startups	Processes for tracking your business and ensuring statutory compliance from the start
6	Finance for startups	Organizing your financial projections and KPIs
7	Building your Team Perfecting Your Pitch round 2	
8	Defining your brand	Articulating your story and your brand values
9	Non-Dilutive Funding Opportunities	Attracting and compensating the right talent for execution
10	<i>Perfecting your pitch round 3</i> Program wrap-up	

# SPEAKERS



## MARIE JOSÉE LAMOTHE

Marie-Josée Lamothe has over 25 years of experience in the competitive digital and consumer products world (Google, L'Oréal, Procter&Gamble, Clairol). She is best noted for her expertise Global Product Management and Omni-Channel Branding. Marie-Josée is the Academic Director of the McGill Dobson Centre For Entrepreneurship, a Professor of Practice at McGill University (Desautels Business Faculty) and is the President of Tandem International, an advisory firm specialized in omni-channel retailing and branding. She also sits on several boards among which Alimentation Couche-Tard and Lightspeed.

Marie-Josée has been awarded the Desautels Achievement award by McGill University, which recognizes individuals who serve as role models for students in their education, career, and philanthropic contributions. She also received an Honoree diploma from the University of Montreal for her contribution to our society. She was recognized among Canada's Top 100 Most Powerful Women in the Financial Post and Canada's Marketers of the Year by Strategy magazine. Forbes Magazine and Social Media Magazine (US) recognized her among Top Marketing Minds to Follow on social media in North America and Canadian Business magazine nominated her among Canada's 40 Global Leaders.

## DAX DASILVA



Dax Dasilva is the creative mind behind Lightspeed, Never Apart, and Age of Union. Founded in 2005, Lightspeed develops a cloud commerce platform used by retail and restaurant customers in over a hundred countries. The company's mission is to bring cities and communities to life by powering independent business.

Lightspeed employs over 1000 staff located in eight cities and has raised \$292M USD from Accel Partners, iNovia Capital, Investissement Québec and the Caisse de dépôt et placement du Québec. The company went public in March 2019 on the Toronto Stock Exchange under the symbol LSPD, becoming one of Canada's top 10 technology IPOs

In 2015 Dasilva also founded Never Apart, a cultural non-profit determined to bring about positive social change and unity through original programming with global reach and impact.

## DAX DASILVA (CONT'D)

Housed in Lightspeed's former offices, Never Apart cultivates a diverse following and has welcomed thousands into its 12,000-square-foot space. Helping entrepreneurs become leaders in their communities through Lightspeed's technology and elevating artists through his work at Never Apart are fundamental to Dasilva's philosophy. He fosters cultures of innovation, promotes diverse leadership, and values different viewpoints.

Dasilva's debut book released in May 2019, *Age of Union: Igniting the Changemaker*, brings leadership, spirituality and environmental guardianship together with themes of identity, diversity, cultural expression, and individual empowerment to ignite the impactful changemakers that the world needs now.

## DINO DI PALMA



Dino Di Palma, most recently served as President, Strategic Partners & Global Accounts at Avaya. In this role, Dino was responsible for direct, channel and partner sales in the U.S., Canada, and Latin America. He also had responsibility for the company's go to market strategy across the entire portfolio of cloud and premise based software and hardware solutions serving enterprise, government agencies, channel partners, SIs, SPs and small and medium businesses.

Prior to joining Avaya, Dino was Chief Revenue Officer at Broadsoft, leading the company's global sales operations. Dino was responsible for global sales, operations, professional services and partner initiatives. Broadsoft was acquired by Cisco late 2017 for \$1.9B. He has also held leadership positions overseeing global sales and business development, customer service and support, and manufacturing operations at Benu Networks (CEO) and Acme Packet (COO & member of the founding team), prior to its acquisition by Oracle in 2013 for \$2.1B. Dino is also a member of the G20 Ventures and board chair of one of the G20 Portfolio companies (Emissary). G20 Ventures provides early traction capital for East Coast enterprise tech startups.





### **CLAUDE MACDONALD**

Entrepreneur and sales specialist, Claude Macdonald is the founding president of Talentuum. Over the last 26 years he has trained more than 30,000 managers across Canada, the United States, Europe and Asia through his work with such organisations as Institute National d'Optique, Magna International, Bell Mobility, Axis Lighting, Pharmascience, Roche Diagnostics, Nordex Acciona & Dachser logistics. Claude is a certified business coach (Registered Corporate Coach), a certified Professional from the ROI Institute (CRP), and is also a faculty member of the McGill Executive Institute. His areas of expertise are sales leadership, sales management & B2B consultative selling and Negotiations.

### **LESLEY ROSS**



Lesley Ross is General Partner, at Enjoy The Work, a San Francisco-based startup advisory firm founded in 2014 by Jonathan Lowenhar. With 16+ years experience spanning management, sales and marketing, operations, and analytics, Lesley has spent time working for nonprofits and for-profits, agency and in-house, Fortune 100s, and startups. Tapping into her expertise in data-informed operations, she founded Quantified Ardor in 2016 and developed a proprietary methodology to advise growing startups around the world on data-driven decision making.

She has also spent the last 6 years as an advisor while holding multiple COO positions for startups at various stages. She is a mentor with Google Launchpad, Endeavor, 500 Startups, plus several VCs and accelerators in San Francisco, London, and Mexico City and most recently was an Expert in Residence at First Round Capital, advising their portfolio companies on operations and analytics.

### **DEVAN BATAVIA**



Devan Batavia has built and led go-to-market teams for 3 organizations, Jive which went public in 2011, Origami Logic was acquired by Intuit, and TripActions, still a public company valued at over \$5B at last check. Building startups has fed his ambitions for years. Devan joined Enjoy The Work aiming to impact not just one startup, but rather a portfolio of them across the globe.





### **ELTON SATUSKY**

Elton is a partner in the Palo Alto office of Wilson Sonsini Goodrich & Rosati, the leading technology law firm in Silicon Valley. He specializes in public and private corporate finance and corporate law and governance. Elton also has considerable expertise in the areas of mergers and acquisitions and venture capital, and serves as outside general counsel and trusted advisor to his clients. He has considerable expertise with companies in the healthcare vertical and with cross-border transactions in Asia. Elton serves as co-editor of The Life Sciences Report, a newsletter on the life sciences industry published by the firm. He received an LL.B. from Osgoode Hall Law School, Toronto, in 1996.

### **MARCO FRATE**



Marco Frate, CPA, CA is president and founder of Serene Accounting, a cloud-based CPA firm out of Montreal. An entrepreneur himself, Marco has worked with many start-ups and continues to support the startup ecosystem. With his firsthand experience founding a startup, combined with his academic background, Marco provides guidance in all accounting and tax matters facing entrepreneurs as they navigate the startup landscape.

Prior to starting Serene Accounting, Marco began his career with a national audit firm and later moved to manage an accounting department for a multinational mining giant. Marco holds degrees from both McGill University and Concordia's John Molson School of Business.

### **DAVID SHEMESH**



With over 15 years in the banking and finance industry, David Shemesh has helped hundreds of companies grow their businesses by providing sound advice and financing to support their growth projects. David is not your typical banker. Clients often refer to him as a “catalyst”. He is an engaged and active business partner, who fosters meaningful network connections which help propel his clients throughout their growth strategy. For nearly 6 years, David has worked at the Business Development Bank of Canada (BDC), whose mission is to help Canadian entrepreneurs grow through financing and consulting. He currently works as a Senior Account Manager specializing in the Technology Sector an industry that he is passionate about.



### **ANASTASIYA BABIY**

Anastasiya Babiy joined PwC Montreal in 2018. She is a Senior Manager with more than 12 years of experience providing audit services to multinational clients featuring high growth, restructuring and complex transactions in technology, manufacturing, and pharmaceutical sectors.

Anastasiya has a strong knowledge of US GAAP and IFRS, Canadian and SEC reporting matters and has an extensive experience with global integrated audits, as well as IPOs (US and Canadian), private placements and carve out experience. She works closely with the clients to understand their challenges and proposes solutions adapted to their situation and industry. She supports organizations in preparation of the financial statements and regulatory filings and accounting for complex transactions including business combinations, consolidation, new standards implementation, SOX compliance, IPOs readiness, and securities offerings in Canada and the US. Anastasiya holds a Graduate Diploma in Public Accountancy from McGill University. She became a chartered professional accountant (CPA, CA) in 2010.

### **JEAN-NICOLAS DELAGE**

Jean-Nicolas Delage is Partner at Fasken and is the co-leader of the Technology, Media and Telecommunications group and specializes in intellectual property strategy for rapidly growing technological clients. Jean-Nicolas often helps clients with intellectual property matters during commercial transactions, including licensing, cooperation agreements, due diligence investigations, etc.

He participates in implementing patent pools in the wake of new standards adopted by standard-setting bodies and advises clients on intellectual property issues that raise the standardization process. He also contributes to developing intellectual property management strategies and policies for grant agencies and businesses forming part of a research consortium that includes the government, businesses, universities and government research centres.

### **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 markets 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.



### ANTHONY PALERMO

Anthony is the co-founder of Connect&GO, a global leader of guest experience wearable technology solutions for the leisure, sports and entertainment industries. An EY Entrepreneur of the Year Finalist, Anthony has led software and engineering teams to deploy some of the largest RFID experiential activations in the world for brands like VISA, Pepsi, HBO, Amazon, Target and Honda at some of the biggest events including the Super Bowl, Formula 1, the Olympics and SXSW. His Montreal-based company's focus on amusement and water parks, zoos and attractions has led them to be listed as the 9<sup>th</sup> Fastest Growing Technology Company in Canada on the 2018 & 2019 Growth 500 and a winner of numerous technology innovation awards. Anthony was recognized as one of BizBash's Most Innovative People in the events industry, is a regular conference speaker and an active member of IAAPA's North American Regional Committee.

### JESSIKA-KINA OUMET

Jessika-Kina spent 5+ years in financial services, designing and delivering corporate innovation programs, leveraging methodologies such as Design Thinking, Lean Startup, and Agile. She recently joined Bonjour Startup Montreal to focus on bringing corporates and start-ups together, from program design to commercial collaborations and across industries.

She also co-founded the Young Women at BDC Network, leading an executive team, and achieving Diversity & Inclusion impact objectives. Beyond her career, Jessika-Kina has traveled to nearly 40 countries to enrich her mind and expand her horizons. She has studied and worked abroad in the United Kingdom and Sweden. Also an artist at heart, she turned her art practice into a small business, selling her paintings and prints online. She holds a Bachelor of Political Science and Communication Studies from McGill University.

### SAHAR ANSARY

Sahar Ansary has assisted hundreds of small to large-sized organizations across Canada with SR&ED and E-business tax credit programs for over eight years and has led work on over \$50M in related claims. She specializes in identifying and optimizing the technical and financial aspects of various funding programs, maximizing overall tax credits, and managing major accounts. Sahar has significant experience in the aerospace, medical device, and software industries.

Sahar also co-founded Fundica.com, a successful online platform intelligently identifying government and other funding for entrepreneurs, where she led product development from ideation to launch. Sahar attended McGill University and Concordia University, where she received her Bachelor of Engineering and Master of Engineering, respectively. She is also a member of the Order of Engineers of Quebec.



# 2021 COHORT IN NUMBERS



11  
STARTUPS



30  
FOUNDERS



6  
UNIVERSITIES

## 22 MCGILL FOUNDERS ACROSS 4 FACULTIES



uOttawa



3 Faculty of Arts

3 Faculty of Engineering

13 Faculty of Medicine and  
Health Sciences

3 Faculty of Science



McGILL  
X-1 ACCELERATOR

JOHN DOBSON  
FOUNDATION

# CANADIAN ASTROPHYSICS INSTRUMENTATION LABORATORY

The Canadian Astrophysics Instrumentation Laboratory is a global leader in instrumentation for ground and space-based microwave & radio telescopes, with deep expertise in international collaboration, mission development, integration, and deployment.



## Team

**Matt Dobbs**  
McGill Faculty of Science

**Joshua Montgomery**  
McGill Faculty of Science

**Graeme Smecher**  
McGill Faculty  
of Engineering

# FELLOW

Transforming not only the storage industry, but also the way we manage our things entirely.



## Team

**Parker Curry**  
McGill Faculty of Arts

**Marlin Jayasekera**  
Concordia University

**Nihad Kaddoura**  
McGill Faculty of Arts

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[fellowstorage.com](https://fellowstorage.com)



# GUALTIERI INVENTIONS

The Universal Seating Apparatus conforms to the needs of people with various disabilities, alleviating their discomfort on an airplane. Gualtieri Inventions' aim is to include and promote the well-being of people with disabilities in air travel. They are continuously striving to improve and provide solutions and support for this community.



## Team

**Sandra Gualtieri**  
McGill Faculty of Arts

**Adam Tryhorn**

**Anahita Jamali Rad**



# HEALTHYBUD

Healthybud is a pet wellness company helping animals thrive through research-backed nutrition, education and community. Working alongside universities, vets and nutritionists, Healthybud empowers pet-parents to best care for their pets.



## Team

**Dana Ben David**  
McGill Faculty of Engineering

**Adrien Malka**  
University of Ottawa

**Kyle Feigenbaum**  
Concordia University

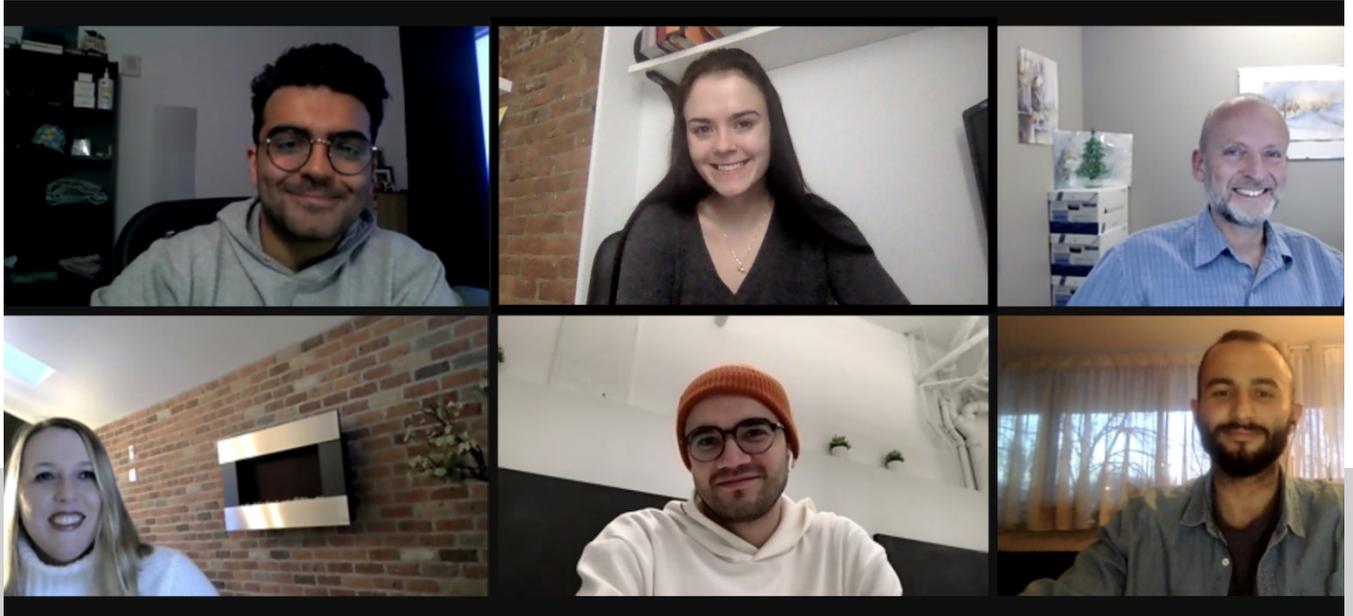
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[healthybud.co](https://healthybud.co)



# JOURNEY OF SURGERY

JoS is an AI-powered communication application that facilitates informed and shared decision-making between patients, families, and surgical teams. Their initial focus is to improve the experience and outcomes for children undergoing surgery.



## Team

### **Parsa Bandamiri**

Experimental Surgery: Surgical Innovation Program at McGill

### **Elena Guadagno**

McGill University Health Centre, Department of Pediatric Surgery

### **Michelle Cwintal**

Experimental Surgery: Surgical Innovation Program at McGill

### **Hamed Ranjbar**

Experimental Surgery: Surgical Innovation Program at McGill

### **Dan Poenaru**

McGill University Health Centre, McGill Commissur Lab

[journeyofsurgery.com](http://journeyofsurgery.com)



# NOVAGROW

Novagrow designs and manufactures the most productive and nutritious indoor gardening solution on the market,. It is an automated system that allows to grow 20+ types of fresh herbs and greens, in the comfort of our kitchens.



## Team

**Simon Dufour**  
McGill School of Continuing Studies

**Charles Freifer**  
McGill School of Continuing Studies

**Mathieu Laviolette**  
École de technologie  
Supérieure

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<https://novagrow.io/en/>



**novagrow**  
Cultivez votre santé

# NURAU

Nurau is a startup that offers innovative services to prevent mental health issues in the workplace.



## Team

**Justin Lessard-wajcer**  
McGill Faculty of Medicine

**Sydney Shulkin**  
McGill Student, Faculty of Arts

**Vivienne Tam**  
McGill Faculty of Engineering

**Saba Saremi**  
Université de Montréal

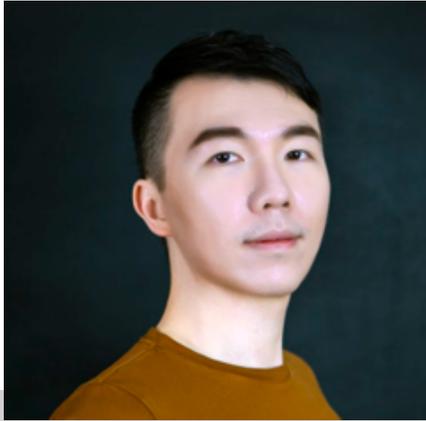
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[nurau.com](http://nurau.com)



# OFFICIALLY HIS INC.

The go-to makeup brand for everyday men.



## Team

**Ryan Lee**  
McGill Faculty of Engineering

**Xiaoxin Yu**  
Georgia Institute of Technology

**Emerson Qin**  
Massachusetts Institute of Technology

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[OfficiallyHis.com](https://OfficiallyHis.com)



**OFFICIALLYHIS**

# PRECARE

Precare is a digital patient education platform that provides evidence-based medical guides as resources for patient engagement, developing interactive channels and customizable modules with analytical features for healthcare institutions.



## Team

**Raphael Gotlieb**  
McGill Faculty of Medicine

**Gabriel Schnitman**  
McGill Faculty of Medicine

**Sena Turkdogan**  
McGill Faculty of Medicine

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[www.precare.com](http://www.precare.com)



# REMOTE OPTICAL

Remote Optical provides medical devices that allow ophthalmologists and optometrists to remotely examine, diagnose and track optical diseases, disorders, and damage.



## Team

**Jeremy Zwaig**  
McGill Faculty of Science

**Angela Wong**  
McGill Faculty of Science

**Oliver Wu Martinez**  
McGill Faculty of Science

**Leonard Levin**  
McGill Professor, Ophthalmology  
and Visual Sciences – Neurology  
and Neurosurgery

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[remoteoptical.com](http://remoteoptical.com)



Remote  
Optical

# TRAQC

TRAQC is a unique quality control platform for the next generation of customized electronic devices. Our solution is fast, cheap and in-line for printed electronics companies to reduce production costs by up to 80%.



## Team

**Benjamin Dringoli**  
McGill Faculty of Science

**Mariia Zhuldybina**  
École de technologie Supérieure

