

Building **innovative** companies  
with a **purpose**

# McGill Neuroscience LEAN STARTUP Program

**McGILL**  
**DOBSON CENTRE**  
FOR ENTREPRENEURSHIP

In Partnership  
with:



**HEALTHY BRAINS**  
**HEALTHY LIVES**



The McGill Dobson Centre is proud to be creating partnerships across the McGill community with the mission to support and accelerate emerging innovation and scientific discovery through the development of entrepreneurship.

We are delighted to partner with Healthy Brains, Healthy Lives (HBHL) to offer our Lean Startup program which has been specifically adapted for neuroscience researchers and trainees.

HBHL aims to accelerate translational discoveries and create a global centre of excellence in neuroinformatics at McGill University. HBHL builds on McGill's scientific excellence and global leadership in areas of neuroscience that hold great promise for delivering 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 actively developing strategies to foster a culture of innovation. NeuroSphere is very proud to partner with the [McGill Dobson Centre for Entrepreneurship](#).



**Krystle van Hoof**  
**Managing Director and CEO of**  
**Healthy Brains, Healthy Lives**

“NeuroSphere and Healthy Brains, Healthy Lives are very excited to launch the McGill Neuroscience Innovation and Entrepreneurship Program in collaboration with the Dobson Centre. This initiative will offer practical training to the McGill neuroscience community.”



**Marie Josée Lamothe**  
**Academic Director of McGill**  
**Dobson Centre For**  
**Entrepreneurship**

“The Dobson Centre is thrilled to welcome the McGill neuroscience community to our startup ecosystem, and to support and accelerate neuroscience innovation through the development of entrepreneurship”

# Program at a Glance

## Turning scientific ideas into startups

The McGill Neuroscience 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 startup**, while **immersing** you into **entrepreneurship ecosystem**.

Through informative workshops, mentoring and advising sessions with industry and subject matter experts, as well as self-directed work on *your* go-to-

market strategy, you will gain exposure to business frameworks and tools to evaluate your idea and generate challenging, yet feasible goals for your startup. You will also acquire a general understanding of key business concepts needed to bring your vision to life.

By the end of the program, you will have the business acumen, the confidence and the clarity to present your idea to various stakeholders and take your business to the next stage.





# Program Overview

**Target Date:** April 20 – June 8, 2021

**Duration:** Tuesdays from 6-8 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
- Validating your proof of concept
- The framework to creating a viable product
- Understanding your market
- Protecting your IP & Legal Issues
- Financial Projections & KPIs
- Generating a business model to move from idea to startup
- Crafting and articulating your vision to stakeholders

## 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 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 mentors.



# Lean Startup Course Plan

## Pre-Program:

Participant needs assessment survey

<b>Week</b>	<b>Workshop</b>	<b>Action-Learning Project</b>
1 Apr. 20	<b>Why Some Startups Fail And Others Succeed – Michael Mee</b> <ul style="list-style-type: none"> <li>• Program introduction and overview</li> <li>• Understanding the cycles and stages of a startup</li> <li>• Overcoming prevailing challenges and avoiding common pitfalls</li> <li>• Best-practices – drawing from lean methodology to improve the odds</li> </ul>	<b>Market Outreach:</b> <ul style="list-style-type: none"> <li>• Talking to your target market or potential partners to learn what they really want</li> </ul>
2 Apr. 27	<b>Validating A Proof Of Concept – Claude Macdonald</b> <ul style="list-style-type: none"> <li>• What is proof of concept and why you need it?</li> <li>• Using value proposition design to:               <ul style="list-style-type: none"> <li>• Validate the need</li> <li>• Address customer pain points</li> <li>• Conceptualize a solution/prototype</li> <li>• Seek feedback and testing</li> </ul> </li> </ul>	<b>Value Proposition Design:</b> <ul style="list-style-type: none"> <li>• Defining what problems you will solve and how you will do it</li> </ul>
3 May 4	<b>The Framework To Creating A Viable Product – Robert Lalonde</b> <ul style="list-style-type: none"> <li>• The purpose of a minimum viable product (MVP)</li> <li>• Criteria for building and testing your MVP</li> </ul>	<b>Minimum Viable Product:</b> <ul style="list-style-type: none"> <li>• Developing/defining the features of your MVP and roadmap for early stage testing and feedback</li> </ul>
4 May 11	<b>Understanding Your Market – Amanda Wheatley</b> <ul style="list-style-type: none"> <li>• Tools for competitive analysis</li> <li>• Researching your market and determining its size</li> <li>• Identifying your beachhead market</li> <li>• Building a customer persona</li> </ul>	<b>Market Research:</b> <ul style="list-style-type: none"> <li>• Researching your market to determine where you fit</li> <li>• Building a customer</li> </ul>

# Lean Startup Course Plan

<b>Week</b>	<b>Workshop</b>	<b>Action-Learning Project</b>
5 May 18	<b>Protecting Your IP &amp; Other Legal Issues</b> <b>Dylan Roskams/ Chris Corkery</b> <ul style="list-style-type: none"> <li>• What does it mean to be “venture ready” from a legal point of view?</li> <li>• Managing your IP</li> <li>• Talking about your idea revealing trade secrets</li> <li>• Data management</li> </ul>	<b>Reflection on legal issues:</b> <ul style="list-style-type: none"> <li>• Define what elements of your project may be protected</li> </ul>
6 May 25	<b>Financial models &amp; KPIs – Shelley Rao</b> <ul style="list-style-type: none"> <li>• Determining how you will generate revenue</li> <li>• Financial projections for startups</li> <li>• Tracking milestones and important KPIs</li> </ul>	<b>Revenue Generation:</b> <ul style="list-style-type: none"> <li>• Determine your revenue and cost structure</li> <li>• Identify important milestones and KPIs for your startup</li> </ul>
7 Jun 1	<b>Building A Business Plan – Stuart Kozlick</b> <ul style="list-style-type: none"> <li>• Moving from concept to operating a viable business – identifying the key building blocks</li> <li>• Roadmap for the future</li> </ul>	<b>Business Model Generation:</b> <ul style="list-style-type: none"> <li>• Articulating your business’ infrastructure, offerings, customers, revenue streams and more</li> </ul>
8 Jun 8	<b>Crafting and Articulating Your Vision to Stakeholders – Nathaniel Haeems</b> <ul style="list-style-type: none"> <li>• Creating and telling a compelling story</li> <li>• Tips for communicating data and scientific information</li> <li>• Understanding what goes into an elevator pitch and a pitch presentation</li> <li>• Putting together an attractive business plan to present to stakeholders</li> </ul>	<b>Create a business plan:</b> <ul style="list-style-type: none"> <li>• Putting it all together into a compelling plan</li> </ul>

*Four additional guest speakers with a neurosciences background will be joining us throughout the program. The brochure will be updated accordingly when the times are confirmed.*

## Post-Program:

Review/mentorship on business plan

# Speakers

In Order of Appearance

## Michael Mee



Michael Mee is Principal at Amplitude Ventures. After completing an undergraduate degree in engineering at McGill Michael he moved to Boston to pursue doctoral studies in George Church's lab at Harvard Medical School, where he was bit by the "entrepreneur's bug" at the tail end of his PhD and launched a company, Syncrobes, focused on translating the technology he was advancing to improve the gut health of livestock animals. Growing that company provided him opportunities to interact with the Boston VC community and ultimately led to an offer to join one of the premiere life science focused venture creation firms, Flagship Pioneering, where he spent the second half of my decade in Boston. His time at Flagship was focused on conceiving, strategizing and ultimately building very early-stage companies. More specifically he was focused on the development of two microbiome companies in the agricultural (Indigo) and therapeutics (Kaleido) domains, co-founding and launching a new therapeutic delivery platform and gene therapy company (Cobalt Biomedicine/Sana Biotechnologies) and most recently developing new ventures in AI-based drug development and gene editing areas. A long-term goal of his has always been to bring his learnings in Boston back home to help contribute to the Canadian biotech ecosystem. To that end, he has recently relocated to Montreal to help launch a new Canadian focused life science and health technologies venture capital fund, Amplitude Ventures, and is excited to be able to achieve this goal with the support of the stellar team he works with.

## 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 (CRP), 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.

# Speakers

In Order of Appearance



## 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.



## 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.



## Dylan Roskams-Edris

In his role as Open Science Alliance Officer for TOSI and The Neuro, Dylan interfaces with the national and global open science communities to promote the uptake of open science tools and practices in Canadian neuroscience research. His background studying neuroscience, health ethics, and law gives him the breadth of expertise needed to recognize the critical challenges that face open neuroscience and open innovation and promote the solutions necessary to overcome them.



# Speakers

In Order of Appearance

## Chris Corkery



Chris has a BSc in Chemistry (U Manitoba), an MSc in Polymer Chemistry (U Winnipeg), a PhD in Optical Physics (Australian National University), and held Postdoctoral positions at Western and McGill in Surface Materials. Since then, he has been involved with three startups (1 failed, 1 successful, 1 didn't get off the ground). Currently he works as a Technology Transfer Manager in the Office of Innovations and Partnerships, guiding researchers toward successful commercialization of their inventions. As a certified PMP, he also teaches two graduate courses annually, helping students organize research projects and prepare manuscripts for publication.

## Shelly Rao



Capital raiser, operator and finance leader. Shelly is currently the head of Finance at Kepler, where she helped the company lead two debt raises & Series B financing, as well as managing the scale and growth from pre-revenue to a run-rate of \$1.3M in less than two years. Prior to joining Kepler, Shelly worked in investment banking with CIBC in the M&A group, and National Bank of Canada across various industry groups. Shelly holds a Bachelor of Commerce from McGill University (Class of 2014).

Specialties: Financing, investment banking, M&A, startups, business development, management, strategy, entrepreneurship, operations.

# Speakers

In Order of Appearance

## 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.

## 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 organizations.

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.

# Program Application

## Ideal Participant Profile

This program is for **McGill-affiliated researchers and trainees** that have been working on an **idea, discovery or prototype** - ideally for 3 months or more, that are looking to **legitimize their concept** and move **towards launching a startup**.

- You or your team has at least one founder that is a McGill University student, faculty member or staff member.
- You or 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.
- The project must be aligned with one of [HBHL's research themes](#)

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

Candidates must **apply [online](#)** by April 9th, 2021.