McGILL DOBSON CUP 2019
Info Session
DECEMBER 6, 6-8PM
BRONFMAN 3RD FLOOR LOUNGE
JIWOO HILARY LEE
President of Student Executive Team
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mcgill.ca/dobson
dobsonchronicles.com
Our mission is to inspire, teach and develop entrepreneurs at McGill
153  
Active Startups

1,350  
Jobs Created

$200M  
Raised to Date

McGill
Entrepreneurship Programs

McGILL LEAN STARTUP

McGILL X-1 ACCELERATOR

McGILL DOBSON CUP

McGILL DEMO DAYS

Our entrepreneurship programs are supported by a strong McGill Entrepreneur, Alumni, and Startup Mentorship Network.
A Year at the Dobson Centre for Entrepreneurship
https://mcgill.ca/dobson/events
Welcome to Dobson Match – www.mcgilldobsonmatch.com
Visit our blog, The Dobson Chronicles
www.dobsonchronicles.com for more information
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What is the McGill Dobson Cup?

McGill’s annual flagship startup competition that enables emerging McGill entrepreneurs to compete for over $150,000 in prize money.
Who can compete in the McGill Dobson Cup?

At least one founder of the team must have a McGill affiliation, meaning any of the following:

1. enrolled in an undergraduate program at McGill in any faculty;
2. enrolled in a graduate program at McGill in any faculty;
3. enrolled in a post-graduate certificate program at McGill (e.g. School of Continuing Studies);
4. staff, faculty or postdoctoral position at McGill in any faculty;
5. McGill Alumni from any faculty graduated within the past 10 years.
Who can compete in the McGill Dobson Cup?

• McGill teams that are **less than three years old** are eligible to compete;

• Startups who have **raised more than $150,000** in funding are ineligible;

• A team cannot compete in two consecutive Dobson Cups with the same idea, **unless very significant progress & development** from the previous year can be demonstrated;

• Team members who have **also won prize money in previous Dobson Cups** are **not** allowed to enter in subsequent years.
How many tracks are there in the McGill Dobson Cup?

1. Health Sciences Track
2. Small Medium Enterprise Track
3. Social Enterprise Track
4. Innovation Driven Enterprise Track
How much is the prize money in the McGill Dobson Cup?

• 1\textsuperscript{st} Place Winner - $20,000

• 2\textsuperscript{nd} Place Winner - $12,000

• 3\textsuperscript{rd} Place Winner - $8,000
Are there other prizes to be won in the McGill Dobson Cup? Yes.

- Murdoch Family Initiative Award - $6,000
- McGill EngInE Prize - $5,000
- Food and Agribusiness Convergent Innovation Prize - $5,000
- Avmor Prize for Social Responsibility - $1,900
- Other Prizes to be announced
 How do I win these other prizes in the McGill Dobson Cup?

1. Apply to compete in the McGill Dobson Cup as you normally would;

2. We review which teams would be eligible for these additional prizes on our end prior to the SEMI-FINALS;

3. Should your team make it past the SEMI-FINALS and into the FINAL round, we will then be in touch to see if your team would formally like to be considered for these additional prizes;

4. E.g. Should you team be in the running for the McGill EngInE Prize, you will have the opportunity to pitch twice during the FINALs. Once to the FINALs Judges, and a second time to the McGill EngInE Prize Judges;

5. All prizes will be announced during the Awards Ceremony on April 4, 2019.
Equity and NDAs

- Neither the Dobson Cup nor the Dobson Centre for Entrepreneurship take any equity in your company;

- No confidentiality agreements or non-disclosure agreements (NDAs) will be signed by anyone acting as a judge or working for the McGill Dobson Cup organizing team;

  - To get around this, tell us you have an algorithm but don’t show us how the algorithm works
SEMI-FINALS and FINALS Pitches

• The SEMI-FINALS and FINALS pitches are not open to the public;

• The only people allowed in the rooms during the pitches are team members, judges and Dobson Cup personnel;

• You can have up to 5 people registered on your team to compete in the Dobson Cup; there is no limit to the number of people you have overall in your company;

• No Skype or videoconference options are available during the SEMI-FINALS or FINALS pitches;

• The Awards Ceremony on April 4, 2019 is open to the public.
Should we incorporate to compete?

• Your team does **NOT** need to be a registered company to compete in the Dobson Cup;

• However, if your team ends up winning a prize in the McGill Dobson Cup (1\textsuperscript{st}, 2\textsuperscript{nd}, 3\textsuperscript{rd} place or any of the additional prizes), **only then will you **HAVE** to register as a company;

• Prize money will only be paid to **registered companies with bank accounts in Canadian funds** with no exceptions;

• [www.incorporate-in-canada.com](http://www.incorporate-in-canada.com) for help with the incorporation process.
What do I need to submit to compete?


   We require you to submit links to two videos:

   a) 1-minute video introducing your **product**

   b) 1-minute video introducing your **team**

2. Attach your **5-page business plan** to your Application Form and then hit ‘Submit’!
Innovation Driven Enterprise
Small & Medium Enterprise
Health Sciences

1. Value Proposition
2. Customers/Beneficiaries
3. Marketing
4. Competition
5. Business and Financial Model
6. Team Composition
7. Other Considerations

Social Enterprise

1. Concept
2. Customers/Beneficiaries
3. Marketing
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7. Social Impact
8. Other Considerations

McGill Dobson Cup 5-page Business Plan
Innovation Driven Enterprise
Small & Medium Enterprise
Health Sciences

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Recommendations for your Pitch Deck for your 5-minute pitch

1. Slide 1: Your Company Name, Elevator Pitch
2. Slide 2: The Problem Overview
3. Slide 3: Your Solution
4. Slide 4: Product Slide – How it works
5. Slide 5: Market Size / Market Opportunity
6. Slide 6: Business Model
7. Slide 7: Proprietary Technology / Expertise – What sets your startup apart
8. Slide 8: Competition
9. Slide 9: Growth and traction to date
10. Slide 10: Your Go-to Market Strategy
11. Slide 11: Founding Team
12. Slide 12: Money (your ask, if applicable) / Milestones / Key Next Steps / Social Impact Metrics
13. Slides 13+: Appendix – Useful during the 15-minute Q&A portion
Tips & Recommendations for the McGill Dobson Cup

1. Start your Application Form and 5-page business plan EARLY

2. Attend as many workshops and events as you can

3. Book Mentorship Sessions with the Dobson SET (beginning Jan 2019)
   www.dobsonchronicles.com/mentorship

4. Watch as many Startup Pitches on our blog
   www.dobsonchronicles.com

5. Any outstanding questions, reach out to either Hilary, Jihane or Renjie
The Business Model Canvas
“A business model describes the rationale of how an organization creates, delivers, and captures value”
The **Business Model Canvas** is simply a tool to create & analyze business models.
9 Building Blocks
Customer Segments

which customers and users are you serving?
which jobs do they really want to get done?
Value Proposition

what are you offering them? what is that getting done for them? do they care?
how does each customer segment want to be reached? through which interaction points?
what relationships are you establishing with each segment? personal? automated? acquisitive? retentive?
what are customers really willing to pay for? how? are you generating transactional or recurring revenues?
Key Resources

which resources underpin your business model? which assets are essential?
which activities do you need to perform well in your business model? what is crucial?
which partners and suppliers leverage your model? who do you need to rely on?
Cost Structure

what is the resulting cost structure?
which key elements drive your costs?
Business Model Canvas

- **Key Partners**: Who are our Key Partners?
- **Key Activities**: What Key Activities do our Value Propositions require?
- **Value Propositions**: Which one of our customer's problems are we helping to solve? or Which customer needs are we satisfying? What is the specific product/service? What are the features that match customer needs?
- **Customer Relationships**: How will we Get, Keep and Grow customers?
- **Customer Segments**: For who are we solving a problem or fulfilling a need? Who are the customers? Does the value proposition match their needs? Is this a single-sided or multi-sided market?
- **Key Resources**: What Key Resources (suppliers, etc.) do our Value Propositions require?
- **Channels**: Through which Channels do our Customer Segments want to be reached?
- **Cost Structure**: What are the most important costs in our business model?
- **Revenue Streams**: What is the revenue model? What are the pricing tactics? For what value are our customers willing to pay?
Phase 1
Business Model Canvas

Phase 2
TEST PROBLEM

Phase 3
TEST SOLUTION

Phase 4
Pivot or Keep going
What is a Value Proposition Statement?

A short, memorable description of:

1. What you do
2. What problem you solve
3. And why anyone should care
What is a Value Proposition Statement?

• Focused on your target customer

• Based on a deep understanding of their problem / job they are trying to accomplish

• It should evoke emotion in your target customer

• Your target customers should just “get it” and say “tell me more”

• Your target customers should paraphrase your value proposition to describe you to others
Why do you need one?

1. For the marketplace
   • The description that attracts your target into your sales funnel, creates excitement and gets people to pay attention

2. For investors
   • The description that tells investors that you have a focused and clear understanding of the customer and the problem you can solve, and that it is significant and worthy of investment

3. For yourself
   • Your mission statement that clarifies why you exist from a customer’s perspective
The problem if yours sucks

Customers and prospects
- Won’t understand what you do
- Won’t be able to differentiate you from your competition
- Won’t care

Investors
- Won’t be convinced that you understand your customer
- Won’t be convinced that you have a focused approach to the market
- Won’t be convinced that you can make them money

You and your team
- Won’t have a clear sense of mission
- Won’t understand why you exist and will therefore oscillate around strategy
How to create an awesome Value Proposition Statement

Always start with the customer

• Make sure you have a deep understanding of exactly who your target customer is
• Make sure you deeply understand what their problem is and how much pain it causes
• Make sure you know the level of motivation they have to seek out your solution
If you are struggling...

...to create an awesome value proposition

• Maybe you don’t yet really understand your target customer
• Maybe you don’t really understand their problem/job and motivations
• Maybe your solution isn’t fully formed
• Maybe you haven’t figured out how it benefits your customer
• Maybe your business needs to pivot
Steve Blank’s XYZ

“We help X do Y doing Z”

“We help e-commerce websites increase their sales through A/B testing, surveys and personalization.”
Geoff Moore’s Value Positioning Statement

For ________________________________ (target customer)

who _______________________________ (opportunity)

is a ________________________________ (company name)

that ________________________________ (benefit statement).
Dave Cowan’s Pitchcraft

(Your solution to market need) and our product is
(use metaphor for something people already know).

We are bringing trust to cyberspace, and our first product is
a Driver’s License for the Internet.
Eric Sink’s Value Positioning

1. Superlative (“why choose this product”).

2. Label (“what is this product”).

3. Qualifiers (“who should choose this product”)

The most secure payment gateway for mobile e-commerce.
Venture Hacks’ High-Concept Pitch

[Proven industry example] for/of [new domain]

• AirBnB for Office Space (Breather)
• Uber for Groceries (Instacart)
• Walmart of Health Food Stores (Whole Foods)
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TAM SAM SOM
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Total Available Market (TAM)
Total possible demand for your product
TAM SAM SOM

**Total Available Market (TAM)**
Total possible demand for your product

**Serviceable Addressable Market (SAM)**
How many can you reach through your sales channels?
TAM SAM SOM

Total Available Market (TAM)
Total possible demand for your product

Serviceable Addressable Market (SAM)
How many can you reach through your sales channels?

Serviceable Obtainable Market (SOM)
How many of those are likely buyers?
Market size opportunity

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**Assumptions**

- Top down research
- Bottom up analysis

- Top down research
- Bottom up analysis

- Bottom up analysis
Our Market Size

- **North America Tibia Fractures**: $90 M
- **North America Tibia & Forearm**: $300 M+
- **World Tibia, Forearm & Abdomen**: $2 Billion+

Serviceable Obtainable Market  
Serviceable Addressable Market  
Total Available Market
Competitive Positioning
Competition
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