

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

# McGill Neuroscience Innovation and Entrepreneurship Program

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



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

# 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 the world of **entrepreneurship.**

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 diagnose 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:** September 22 – October 13, 2020

**Duration:** 4 weeks - workshops every Tuesday from 6 – 9 PM

## Key Learning Themes

### Lean Startup Turning An Idea Into A Business

- Why some startups fail and others succeed: stages, pitfalls and best-practices
- Protecting your IP
- Validating a proof of concept
- The framework to creating a viable product
- Building a business plan

## 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 an idea into a business. Workshops also provide the opportunity to bridge theory with real-world application through stories, examples and insights from guest speakers. Workshops will generally last 2 hours but we reserve an extra hour for guest speakers and mentors.

Guiding question & learning progression	Presentation approach
What is it and why should I care?	Brief interactive lecture
How does it work?	In-depth discussion of case study, stories or other examples
How can I use it within my startup?	Discussion on applying frameworks & concepts to each startup, followed by Q&A discussion

- **ONE-ON-ONE MENTORSHIP AND COACHING:** startups address challenges specific to their business model with selected industry experts.



# Lean Startup Course Plan

## Pre-Program:

Participant needs assessment survey

<i>Week</i>	<i>Workshop</i>	<i>Action-Learning Project</i>
1	<b>Why Some Startups Fail And Others Succeed</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> <li>• IP for drug discovery and medical technology</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	<b>Validating A Proof Of Concept</b> <ul style="list-style-type: none"> <li>• What is proof of concept (poc) 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	<b>The Framework To Creating A Viable Product</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	<b>Building A Business Plan</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> <li>• Putting together an attractive business plan to present to stakeholders</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>

## Post-Program:

Review/mentorship on business plan

