

# NEST


**2017 / GETTING STARTED**

# WELCOME

## TO THE ENTREPRENEURSHIP HATCHERY

Welcome to the Hatchery NEST. We are invested in building a strong entrepreneurial community at the University of Toronto. We invite you to give your utmost commitment and focus as you build your startup. The team of Mentors, Connectors, and Hatchery Staff will be there to guide you in the process and we encourage you to have proactive and open communication between your team and this support network.

We share your passion for entrepreneurship and we look forward to an engaging, valuable and formative journey.



**YOUR STARTUP  
+ ADVISOR  
BOARD**

WORKSHOPS

PITCHING SESSIONS

NOMINATION PITCH

**DEMO  
DAY**

**SEPT 06**

**LAUNCH**

**MAY**

**AUGUST**

# THE JOURNEY

# YOUR HATCHERY ADVISORY BOARD

## THE HATCHERY

### BUSINESS MENTOR

Business Mentors are volunteer experienced professionals and entrepreneurs that have committed their time to help develop your Business Model. The business model defines the elements to create value (money) for your startup while delivering a product or service to your customers.

### TECHNICAL MENTOR(S)

Technical Mentors are subject matter experts or Faculty members that will provide your team with support on the technical aspects of your startup. In the event you have somebody in mind please direct them to us so they can sign The Entrepreneurship Hatchery Confidentiality Agreement.

### CONNECTOR

**MBA Connectors** are Rotman MBA candidates in their final year of study. They will help guide the teams in the creation of their startups by leveraging their past professional experience.

**MMI Connectors** are students of the Masters in Management and Innovation program. MMI Connectors will be collaborating with the MBA Connectors and mentors in the day-to-day activities of the Hatchery teams.

# CALENDAR 2017

## MAY

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- 01 HATCHERY NEST ORIENTATION DAY**  
Workspace Reveal (Breakfast)    Equity Workshop  
Hatchery Website Dashboard
- Business Model Canvas (example)
  - What Makes A Good Pitch?
- 04 "TEAM DYNAMICS & COMMUNICATION FOR BETTER DECISION MAKING" BY CHRISTINE TOVEE**

**15 } 19) 1ST PITCHING SESSION**

## JUNE

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**05 } 09 2ND PITCHING SESSION**

**26 } 30 3RD PITCHING SESSION**

## JULY

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**17 } 21 4TH PITCHING SESSION**

## AUGUST

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**01 - 04 NOMINATION PITCH**

**21 FINALISTS ANNOUNCED**

**21 } 25 ONE)ON)ONES WITH FINALISTS**

## SEPTEMBER

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**06 DEMO DAY**



# CHECKLIST

## BEFORE YOU ARRIVE

■ **CONNECT  
WITH YOUR MENTOR AND CONNECTOR**

■ **LOG)IN  
TO THE HATCHERY DASHBOARD**

(Steps on how to log-in will be sent to you by email at a later date)

■ **REVIEW  
THE BUSINESS MODEL CANVAS**

Complete the E-course “Udacity—How to Build A Startup” (available through the Hatchery Dashboard)