



AQL 2019

The 13th International Conference on
ADVANCES IN QUANTITATIVE LARYNGOLOGY,
VOICE + SPEECH RESEARCH

Entrepreneurship Pitch Competition and Workshop

Keynote speaker

Prof. Rupal Patel, CEO & Founder, VocaliD Inc.

Guest coaches

Dr. Noha Gerges, MITACS Business Development Specialist, McGill University

Dr. Jarred Chicoine, Technology Transfer Manager, McGill University

The event will be held during the pre-conference workshop at AQL on Sunday (June 2nd) from 1:30 P.M. until 4 P.M.

13:30	Introduction by Nicole Li-Jessen
13:35	Keynote Presentation by Rupal Patel
14:20	Pitch Preparation. <i>Coach:</i> Rupal Patel, Noah Gerges and Jarred Chicoine
15:00	Pitch Presentation. <i>Jury:</i> Rupal Patel, Noah Gerges and Jarred Chicoine
15:55	Closing Remarks by Rupal Patel

The **5-minute pitch competition** is open to **anyone** who:

- ✚ **Is an Undergraduate, Graduate or Postdoctoral Fellow** currently enrolled in any university. Professors are not eligible.
- ✚ **Desires to present an idea or a concept** in the pre-prototyping step or a project or service **at the pre-commercialization step**. The product or service should not have already been commercialized.
- ✚ **Plans to participate the June 2nd “From Lab to Venture” workshop** led by Prof. Rupal Patel.
- ✚ **Is willing to pitch the idea**, present how to turn this idea into a product and how to commercialize it.
- ✚ **Important:** It is **NOT** an academic presentation. If you would like to pitch your own research, this may constitute a public disclosure that could impact your ability to protect your inventions in the future. Let's start with a **BOLD** idea!

To prepare for the workshop, participants will need to pair up or individually prepare a 5 slide pitch deck (PPT or KeyNote) of the business plan. **Please submit the file to Nicole Li-Jessen** <nicole.li@mcgill.ca> **by 17:00 (EST), May 25th, 2019**. Our workshop coaches will review and provide more guidance to help shape the pitch during the workshop.

**Prizes will be awarded to the top two applicants.
The winners will present their idea at the Gala Dinner.**

During this workshop you will learn:

- ✚ the steps toward commercialization of a research product
- ✚ about academic-industry partnerships
- ✚ rudiments of start-up fundraising
- ✚ how to undertake the journey to become an entrepreneur in voice sciences

Some ideas for the Pitch Deck Preparation

1. **Problem** – What is the major problem that you are solving, and who has defined this need to you?
2. **Market** – What is the size of the market that your solution will be addressing?
3. **Team** – What does each member of your team bring to the table, and do you have a scientific/KOL and/or business advisory board?
4. **Technology / Solution** – What is your concept or solution? How does it address your target market? How does it solve the problem? Do you have or are you planning to file patents? Do you have a regulatory plan?
5. **Customer / Revenue Model** – Who are your customers and your business/pricing model for selling your product or solution to these customers?
6. **Go To Market** – How and through what channels will you reach out to your customer base. What is your health regulation pathway? Do you have a cost for customer acquisition?
7. **Competition** – Who are your competitors, and how do you stack up against them?
8. **Value Proposition** – How do you differentiate your solution from the competition? What is your value proposition that your customers will identify with? How your differentiation addresses the problem?
9. **Financials** – What are your sales / cost / profit projections? If you are at a stage to raise money, what is your “Ask”? What will you be spending it on, your cash flow and exit strategy?
10. **Milestones** – What are the key milestones in your product development and business?

Online Resources: <https://www.mcgill.ca/dobson/mentorship/online-resources>

Should you have any questions, please feel free to contact Nicole Li-Jessen (Co-Chair, AQL) at <nicole.li@mcgill.ca>.



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