TOGETHER
2021

Schulich School of Business | YORK UNIVERSITÉ UNIVERSITY U

#startupindia

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APPLICATION GUIDELINES

We have especially created this document to help you craft the best version of your application. Inside you will find some insight into what we're looking for in a great application. Due to the unique nature of this Bootcamp, there are two separate application processes for Canadian and Indian students. The following sections provide details on each. Please read on!

Before we begin, here are a few dates for you to keep in mind:

- Application submission open: **November 16th, 2020**
- Program Launch & Entrepreneurship Workshop: **December 9th, 2020**
- Application submission deadline: **December 16th, 2020**
- Final 50 teams & Mentors Announcement & Team Packages Released: **December 22nd, 2020**
- Bootcamp kick-off: **January 4th, 2021**

1.   STUDENT ENTREPRENEUR FROM INDIA

1.1. Eligibility Overview

To be eligible, you must apply as a pair and be registered as a graduate or undergraduate student in a university or college, which is officially recognized by the UGC. Please click here to view the complete list of recognized universities and here for colleges. You must use your official university/college email ID while applying. Alternatively, you can upload a copy of your official identification card as issued by the university or the college along with the application web form. Out of the applications that we receive, we will invite 50 teams to participate in the Bootcamp.

The application intake is managed by Startup India; please click here to access the web form. You must make sure that you submit a 'complete' application. A 'complete' application consists of two members in a team and all questions duly answered. We will not consider any submission with only one registered student or unanswered questions.

The application webform consists of four sections

    a) Information about the team and the applicants

    b) A 60-second video question

    c) Text questions focusing on the challenge statement and your idea.

d) Other information about your team.

'Section a)' will help us understand your core strengths and the skill sets your team brings to the table and will help us match you with the 'right' team from Canada. To submit a great application, we encourage you to focus on questions b) and c).

1.2. Guidelines for the application questions

Question 1: "Here's a great opportunity for you to show us your creative side! Please upload a 60-second video telling us about yourselves, your challenge statement and your idea."

Communicating effectively is an essential skill which will come in handy during the bootcamp, and more importantly, in business. Without getting into too many details, convince us that your idea and your team would be a great addition to the Bootcamp. We want to see your passion and insight! You might find this question a bit vague or ambiguous; we have done that to create space for you to show us your true selves!

Here are a few things to keep in mind:

- Watch the time
- Make sure the video and audio are of good quality
- Be **crisp**, creative, and fun
- Tell us why your challenge stands out

Question 2: "Tell us about the need/issue that you have identified. Why is it important? How do you see it evolving in the future? Please create a challenge statement, and make sure that it is relevant to the sector that you have selected."
(Max Length = 300 words)

Focus on defining the issue as clearly as possible. A good answer will paint a clear picture of 'who' is affected by 'how much' and 'in what way'. A good idea would be to depict how widespread the issue is and how it will worsen in the near future if left unaddressed.

Here are a few things to keep in mind:

- Create a challenge statement. This is equivalent to your venture's mission

- Make sure it aligns with the central theme of Self Reliability / Sustainability / Social Purpose and fits with the sector that you have identified
- Tell us why it's important to solve it, and what would happen if it is left unaddressed
- Be clear and concise
- Use numbers wherever possible
- Leverage the sector reports on Startup India's webpage, or provided to you as part of the application package, to show evidence for everything you claim wherever possible.

Question 3: "If you have thought of one, please describe your idea to resolve the need/issue that you have identified. Please explain how it works. Feel free to upload any pictures or videos to support your idea!" (Maximum 300 words)

We would like to see you wear your creative thinking/innovation hats! We don't expect you to have a fully fleshed-out solution at this point -- your ideas will mature as your thinking and perspective evolve through the course of the Bootcamp. A good solution will present an effective, realistic, and achievable method to resolve the challenge that you have identified positively impacting people's lives.

- Have a concise but clear explanation of your solution
- If possible, show evidence that it is feasible and realistic. You could draw inspiration from similar products existing in India or globally to prove that it is possible to do what you want to do
- If you can, do explain to us how you would implement it, and the impact it would create
- Most importantly – tell us why it's special!

During the event, we will teach you how to make your project special and protect it from others trying to copy or steal it – which would be key for the success of your business. Here, we encourage you to think about all things that make it a winner. For example - would your idea be the most effective way to resolve the challenge, when compared to others? Or, would it be the cheapest or the fastest to implement?

While these are just examples, feel free to highlight all the different ways you can think of that makes your idea the best one. But make sure you point us to the most important ones. We'd be super excited to see the progress you have made – don't hold back from showing off any pictures, documents or videos of your prototypes!

Question 4: "Between the two of you, what would be the top 3-4 business or technical skills, gathered through your academic, professional, or other experiences, that would directly support your ability to solve your challenge and build your idea?" (Maximum 300 words)

This information is critical for us to succeed in matching you with Schulich and York University students with complementary skill sets that will empower you to make your idea a reality. We encourage you to think about all the different kinds of expertise or skills that you bring to the table which are aligned with what your project or idea might require; similar to how you would build a project team.

For example, if you are a business student, you might be good at -

- Strategizing on how to best introduce your product/service to the market (marketing)
- Performing basic financial analysis and/or deciphering how profitable your venture could be (finance and/or accounting)
- Big picture thinking on how the business and technical aspects of your product need to work together to arrive at a successful business model (strategy)
- Supply chain or operations planning (Operations Management)

If you are engineering student, you might be good at –

- Manipulating and generating meaningful and communicable insights from excessive market or technology data to informed decision making (analytics)
- Designing mobile apps and 3D games/content (software/app engineering)
- Building software (coding)
- Designing electronic equipment (electrical engineering)
- Product Design (Mechanical Engineering)
- Design infrastructure (Civil Engineering)
- Robotics, artificial intelligence, and/or machine learning

We will use this information to build you a powerful team for the Bootcamp. For example, if you're a business student but your idea involves robotics, artificial intelligence, or machine learning, and you don't have a technical skillset, between Lassonde School of Engineering's academic curriculum and the professional experience of our Masters and MBA students, there exists a wealth of technical knowledge which we would tap into to find you the right teammates.

We will try our best to match you with someone who has precisely the kind of skills that complement yours, however, we cannot guarantee a perfect match. Being as clear and pointed will help us identify better matches. Preference will be given on a first come first serve basis.

Question 5: We would love to know more about you! Please tell us about other projects, clubs, initiatives, or volunteering opportunities that you've proudly led or been a part of. (Maximum 300 words)

Most successful entrepreneurs are fantastic leaders. They're passionately active, have a diverse set of skills, and they thrive in collaborative environments. Show us that there's an entrepreneur in you!

2.   CANADIAN STUDENT APPLICATIONS

1.3. Eligibility and Overview

To be eligible to participate, you must be currently enrolled in one of the following programs –

a) Master of Business Analytics (MBAN), Schulich School of Business
b) Master of Management in Artificial Intelligence (MMAI), Schulich School of Business
c) Master of Business Administration (MBA), Schulich School of Business
d) International Master of Business Administration (IMBA), Schulich School of Business
e) Master of Accounting (MAcc), Schulich School of Business
f) Master of Marketing (MMKG), Schulich School of Business
g) Master of Real Estate and Infrastructure (MREI), Schulich School of Business
a) Master of Supply Chain Management (MSCM), Schulich School of Business
b) Master of Management (MMgt), Schulich School of Business
c) Master of Finance (MF), Schulich School of Business
d) Lassonde School of Engineering, York University

For this stream of applicants, we will consider only individuals. You must use your official Schulich or York University email id to apply and answer all the questions asked in the web form. An incomplete application will not be reviewed further.

The application intake and the candidate selection process will be entirely managed by the organizing team and student volunteers at Schulich School of Business. Here's the application web form.

The application webform consists of four sections –

a) applicant information
b) text questions
c) other information.

We will only assess questions b), and c) to shortlist you for participation in this Bootcamp. A stronger emphasis would be given to presentation and communication skills and the aptitude for

entrepreneurship. There is no cut-off limit for the number of applicants that we would shortlist for the Bootcamp, and we will try our best to make sure that every deserving applicant gets to participate in the bootcamp.

Note: At the bottom right of the web application, you will see arrows allowing you to go back and forth to change answers or skipping questions.

1.4. Guidelines for the application webform

Question 1: Tell us about your passion for the Start-Up community and/or entrepreneurship. We want to know if you are in love with the idea of entrepreneurship, and you enjoy the less structured and super dynamic world that comes with it! (Maximum 200 words)

We would love to know if you're super involved in entrepreneurship clubs, you choose entrepreneurship-focused courses and/or you aspire to be an entrepreneur after you graduate.

We also want to know what your career aspirations are! Do you happen to be one of those who are regulars at startup events/conferences and/or actively organize entrepreneurship focused events? Would you prefer to work in a startup instead of a big corporate once you graduate? If yes – why?

While it's not necessary, please don't shy away from telling us about the time you tried to start a new business, if you did. We are more interested in learning about your mindset and your entrepreneurial aptitude.

Question 2: We would love to hear about some really cool innovation projects(s) that you've led or worked on in the past. What did you create or resolve, and how did you do it? Please feel free to share stories from your academics, extracurricular, or personal life. (Maximum 200 words)

"The mind that opens to a new idea never returns to its original size" – Albert Einstein.

Entrepreneurship is all about leveraging new and diverse perspectives to influence positive change. We want to know if you are one of those who enjoy doing things differently and you don't shy away from getting some elbow grease trying to build new things. Do you have a story where you built a cool contraption, device, app, or you wrote a piece of code that was just… ingenious? We're excited to know!

A tip – Use the STAR method. The STAR Method is an acronym that is best understood by what it stands for:

- Situation – Describe the context
- Task – Provide details on the role that you had to play
- Action – Demonstrate how you responded or took charge
- The result – Explain the impact you made or the lessons you learned
- Although it is not important, we encourage you to upload pictures if you have any!

Question 3: Please tell us about a time or a project where you led or worked in highly collaborative and (gender/cultural) diverse teams. What did you like and dislike about the experience? (Maximum 200 words)

During the Bootcamp, you will be matched in teams where your teammates come from various backgrounds and cultures. Moreover, the pressure to get things done in time would be immense. We want to know if you have the 'people skills' to power through the intense work week while forming long-lasting bonds and relationships with your Indian and Canadian teammates.

You should briefly talk about how your emotional intelligence and collaboration skills helped the team succeed, and what aspects of this collaborative effort did you like or dislike the most. Remember that we want to know what YOU did, and don't forget to use the STAR format!

Question 4. How do you handle conflicts? Tell us about a time where you convinced someone of something when they strongly believed in the opposite! How did you do it? (Maximum 200 words)

"Conflicts are complementary to business". While we cannot avoid conflicts, we surely need to mitigate them to achieve the desired outcome. Leaders, while solving conflicts, always focus on the long-term impact and the team dynamics. Walk us through the steps you took to resolve conflicts and do give us a glimpse into your thought process. Once again – the STAR method is your friend!

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