



**CONCEPT  
NOTE**

**TOGETHER  
2021**

# CONTENTS

1	Introduction	1
1.1	Philosophy	1
1.2	Objectives & Outcomes	1
2	The Entrepreneurship Bootcamp & Venture Competition	2
2.1	Approach	2
2.2	The Application and Selection Process	3
2.3	The Matching Process	3
2.3.1	Shortlisting:	3
2.3.2	Bucketing:	3
2.3.3	Matching:	3
2.4	The Deep-Dives	4
2.5	Break-out sessions	4
2.6	Mentoring	4
2.7	Judging & Interviewing	5
3	Prizes	5
4	Sponsorships	6
5	Schedules	7
5.1	India timeline	7
5.2	Canada Timeline	9
6	About the organizers	10
6.1	Schulich School of Business at York University	10
6.2	Startup India, Government of India	11

# 1 INTRODUCTION

## 1.1 Philosophy

The startup ecosystem is playing an increasingly important role in responding to the social and economic needs of society, such as enhancing graduate employability, facilitating social mobility, creating wider access to higher education, and contributing to national economic growth and local development. Additionally, in the highly connected world of today and tomorrow, stimulating new enterprise creation and fueling innovation in existing firms requires cross-border collaboration and global perspectives.

In recent years, the Indian start-up ecosystem has witnessed strong growth in entrepreneurship which has dramatically impacted the Indian economy. Enabled by strong demographics and an open, commercial culture, new company registration has grown from 15,000 in the 1980s to 1,873,044 registered companies by March 2019. With an average age of 28, India's entrepreneurs rank amongst the youngest in the world. The 30,000+ DPIIT (Dept. for Promotion of Industry and Internal Trade, Government of India) recognized start-ups have created over 386,000 jobs as of June 2020. Many of these start-ups are beginning to spread benefits beyond traditional locations into regional economies. However, studies show that 90% of Indian start-ups fail within the first 5 years of their inception. The reasons quoted by these studies include lack of leadership skills, lack of mentoring, lack of pioneering innovation, and lack of exposure to the global market, etc.

While not all challenges can be resolved by higher education institutions, those institutions can play a pivotal role preparing the next wave of student entrepreneurs for success – by encouraging an early interest in entrepreneurship and further equipping today's students with effective skill sets, confidence, and experiences. Therefore, Startup India, Government of India has partnered with The Schulich School of Business, York University, Canada to lay the groundwork for an 'Entrepreneurship Bootcamp & Venture Competition' with the aim to empower aspiring student entrepreneurs with the skills and global perspectives required to succeed in their own business ventures.

## 1.2 Objectives & Outcomes

The primary objective is to empower students with the tools and skill sets required to ideate in areas of national and global importance, transforming their ideas from thoughts to commercially viable businesses through a holistic understanding of the global start-up ecosystem and markets.

Together, we intend to create a fantastic opportunity for visionary students to learn about entrepreneurship, and for successful innovation leaders to fuel cross-border collaboration in India and Toronto/Canada in an ambitious and innovative global network.

The unique nature and binational design of this bootcamp will deeply connect India's and Canada's innovation ecosystems while further strengthening the ties between the respective business and academic communities.

With an expected live audience of 5,000 +, this Bootcamp will help increase the visibility of talent and technology assets that both geographies offer thereby profiling Toronto and India, among global organizations, as key strategic avenues for global market expansion opportunities.

## 2 THE ENTREPRENEURSHIP BOOTCAMP & VENTURE COMPETITION

### 2.1 Approach

The bootcamp (7-days, week of January 4th, 2021) will feature 50 pairs of inspired student entrepreneurs handpicked from over 17,000+ Indian colleges and 700 + universities as they attempt to innovate across several sectors of national importance to unlock business opportunities fit for the Indian commercial landscape.

The theme of this year's event is 'Self Reliability, Sustainability, and Social Purpose', with eight sectors as follows:

- e-Mobility
- Environment and Energy
- Health Care
- Income Security and FinTech
- Food and Agriculture
- Telecommunication
- Textiles
- Education

The 100 Indian student entrepreneurs will be recruited by Startup India and then be supported by teams of top Masters Students from Schulich School of Business and Lassonde School of Engineering throughout the Bootcamp. We are also pairing 50 Mentors from India with 50 Mentors from Canada to support these innovators further and help them refine their pitches for the judges.

The new businesses will be owned by Indian student entrepreneurs and the winner of the competition will be rewarded with access to powerful startup tools, a global network, and monetary support to realize their dream.

This event will witness several successful innovation leaders and venture capitalists from Canada and India wearing the hats of an event speaker, mentor, judge, or coach. This initiative is also being supported by leading global organizations. For a more comprehensive list of contributors please visit the website.

## 2.2 The Application and Selection Process

Due to the unique nature of this bootcamp, there are two separate application processes for Canadian and Indian students. Please refer to the 'Application Guidelines' for greater details.

In brevity, Indian student entrepreneurs must apply online as a pair/team with a challenge statement and a venture idea in the realm of this year's theme and aligned with one of the eight sectors as identified in the previous section. Applications will be assessed on the quality, depth and breadth of the issue or the need identified and the potential of a product/service idea to resolve the identified challenge statement. The application is also designed to gauge the team's entrepreneurial aptitude. While the application will solicit some information about the technical and business skillsets of the team members, that information will be used only for the purpose of matching the selected teams with Schulich School of Business and York University students.

The India student team application intake is managed by Startup India, however, will be reviewed and scored for potential inclusion in the top 50 by The Schulich School of Business.

The Canadian student application, on the other hand, is an individual application. For this year's bootcamp, the applicant must be enrolled in select graduate programs offered by The Schulich School of Business, or Lassonde School of Engineering. Each applicant will be assessed on their entrepreneurial aptitude, and technical and business skills will be used for the matching process as explained in the next section. The application is purely online and consists of one video question and a few text questions.

## 2.3 The Matching Process

The matching process is designed to provide the selected 50 Indian teams with an extra set of hands and a wider perspective that covers both business and technical aspects. Each Indian team will be equipped with 3 Canadian Schulich and York University students. The entire process of matching Canadian Students with Indian teams is a three-step process, as below –

### 2.3.1 Shortlisting:

We will solicit individual applications from the mentioned Schulich and Lassonde programs. We will then assess these applications on a variety of soft skills and their aptitude for entrepreneurship. Successful candidates would be shortlisted and informed via email well in advance of the event week.

### 2.3.2 Bucketing:

Each shortlisted applicant will be then 'bucketed' in accordance to the technical or business skills that they bring. These skills will mostly be self declared and further assessed through academic and professional experiences. The 'buckets' or the categories together reflect the full spectrum of functional skills required to setup a successful business venture. They will include a variety of business and technical skills; a few examples are marketing design, financial analysis, data analytics, product engineering, software/app design, operations, strategy, and physical or life sciences.

### 2.3.3 Matching:

The organizing team will follow 'best match' and 'first come first serve' policies. The skills required by the 50 Indian teams in their applications will be used to handpick 150 Schulich/York University students

from the shortlisted candidates. We will make our best efforts to make a match that best suit the startup needs and student skillsets, and we welcome applications with a wide variety of students who are willing to learn. In the event where two or more Canadian students present equally fitting skillsets, preference will be given to the candidates who submitted their application first.

## 2.4 The Deep-Dives

We have designed a curriculum—a series of deep-dive sessions—that covers several topics to help set a strong foundation for successful venture creation. Spread over five deep dive sessions, the topics range from identifying market opportunities and ideating venture ideas to crafting profitable business models and pitching to investors.

Each session takes a rather targeted approach and is carefully curated to deliver the most important lessons and takeaways in new venture creation in a short period of 30 to 60 minutes. The sessions will be delivered by coaches with years of entrepreneurial and coaching experience.

## 2.5 Break-out sessions

Team's ability to learn from the deep-dive sessions quickly in order to refine their thinking will be key to a winning performance in this bootcamp. Each team will have two hours of official combined working time, with the Indian and Canadian, counterparts each day.

We will be working to provide the teams access to several data bases and utility tools to collaborate effectively while being remote. These may include temporary access to market databases for research, whiteboarding, communication, and file sharing tools. We encourage all teams to further connect, collaborate and ideate at any time during the event week as and when required.

## 2.6 Mentoring

The mentoring process is designed to maximize learning for each participating team while providing access to a wealth of knowledge essential in driving an idea from conceptualization to fruition. Unlike several others, this bootcamp's mentoring design ensures adequate continuity, frequency and a global perspective for the participating teams. Each participating team will be matched with a pair of mentors – one from Canada and one from India. The mentor pairs and teams remain consistent throughout the bootcamp. This is expected to ensure continuity in feedback and advising, and further provides an opportunity to nurture long-term powerful relationships between the mentors and the teams.

The 100 mentors, handpicked for this bootcamp, are active investors or professional advisors in the startup ecosystem, or entrepreneurs who have built and scaled at least one startup, have been successful in generating an annual revenue greater than \$1M USD, and/or have raised an equivalent amount of Series A funding.

The mentoring sessions occur at a time that's consistent for all teams and their respective mentor pairs across different time zones (India and Canada). Moreover, they form a crucial part of each day's set of events as the participating teams floor the gas pedal on resolving different aspects of their venture ideas on a day-to-day basis. Each team is allotted three 45-minute mentoring sessions as indicated in the

event schedule. The organizing team will be unable to serve requests for extra mentoring sessions during the bootcamp. However, scheduling and organizing additional mentoring sessions, should the teams require, is left to an understanding between the teams and their respective mentors.

Note to the prospective applicants: We encourage each team to use these mentorship sessions to the fullest. Once the final roster of the top 50 has been announced, please be on the lookout for a few tips and tricks from us on how to best leverage these sessions.

## 2.7 Judging & Interviewing

At the end of Day 5 of the bootcamp, each team must submit a 5-minute video pitch and a pitch deck detailing their idea for Round 1 Judging. A panel of 10 Round 1 judges will then assess each submission against a pre-determined set of criteria, and provide a net score out of 100. The 10 teams continuing to the next round will be announced during the opening session on Day 6. Detailed judge's feedback will be available for each of the 50 teams. Precise details on the submission requirements and the judging criteria will be shared with the participating teams closer to the event.

The top 10 teams will then have 2 more hours to reflect on the feedback and further refine their idea, and will then be interviewed by a separate panel of interviewers. Each team will be interviewed by 1 expert for a period of 30 minutes. The interviewers will then engage in a closed-door discussion to arrive at a unanimous decision on the top 6 six teams that will continue to the next round. Each team and the interviewer will be briefed on the structure of the interviews in advance.

The final judging round will be held live. Each team will have 10 minutes to pitch their venture ideas and convince the jury—a panel of leading venture capitalists—to 'vote' for their idea. Each team will have an additional 10 minutes to address any questions or concerns that the judges may have. The judges will have another 15 minutes to reconcile their notes and announce the top three teams!

## 3 PRIZES

The winning team(s) will be rewarded with monetary support and access to networks and powerful startup tools that facilitate successful venture creation. The exact details of the prize purse will be announced on the event website shortly.

## 4 SPONSORSHIPS

The money raised in sponsorships fuels the bootcamp's startup prizes and rewards. Schulich School of Business at York University is proud to recognize the sponsor's support and participation among all participating entities and the student communities across Canada and India through website and public outreach drives.

The event committee is committed to exposing and raising awareness of the sponsor brand and business. The marketing and public outreach drives are catered to an immense academic and professional network of present and budding innovation leaders across Canada and India

The event committee will also facilitate strategic local and cross-border connections to benefit the sponsors by leveraging the participation of more than 100 Innovation Economy Leaders, leading global organizations, and several dignitaries from both Canada and India.

A detailed sponsorship package is available on request. Please reach out to the organizing team through the website: [www.schulich.yorku.ca/together](http://www.schulich.yorku.ca/together)

As of November 09, 2020, the initiative had received the official support of City of Toronto, Indo Canada Chamber of Commerce (ICCC), TiE Toronto, Toronto Global, and Indochino. The event committee continues to add new sponsors and partners each day.



## 5 SCHEDULES

Note: The following schedules are only indicative in nature and may be revised in the future.

### 5.1 India timeline

Date	Time Start (IST)	Time Finish (IST)	Activity
<b>4-Jan-21 Mon</b>	6:00 PM	6:15 PM	Program Introduction and Welcome
	6:15 PM	6:30 PM	Official Welcome (India)
	6:30 PM	6:45 PM	Official Welcome (Toronto)
	6:45 PM	7:05 PM	Keynote Addresses
	7:05 PM	7:35 PM	Program Walkthrough: Design, Logistics & Resources
	7:35 PM	9:35 PM	Team breakout sessions
	9:35 PM	9:40 PM	Final words and Close out
<b>5-Jan-21 Tue</b>	6:00 PM	6:30 PM	Coaching & Deep Dive 1
	6:30 PM	7:00 PM	Coaching & Deep Dive 2
	7:00 PM	7:15 PM	Break
	7:15 PM	9:15 PM	Team breakout sessions
	9:15 PM	9:30 PM	Break
	9:30 PM	10:15 PM	Mentor Pairs - Advisory Sessions
<b>6-Jan-21 Wed</b>	6:00 PM	6:30 PM	Coaching & Deep Dive 3
	6:30 PM	7:00 PM	Coaching & Deep Dive 4
	7:00 PM	7:15 PM	Q&A/Break
	7:15 PM	9:15 PM	Team breakout sessions
	9:15 PM	9:30 PM	Break
	9:30 PM	10:15 PM	Mentor Pairs - Advisory Sessions
<b>7-Jan-21 Thu</b>	6:00 PM	7:00 PM	Coaching & Deep Dive 5
	7:00 PM	7:15 PM	Q&A/Break
	7:15 PM	9:45 PM	Team breakout sessions
	9:45 PM	10:00 PM	Close out for the day

8-Jan-21 Fri	6:00 PM	6:30 PM	Introduction to Judges & reiteration of judging process
	6:30 PM	6:45 PM	Judges Note
	6:45 PM	7:30 PM	Mentor Pairs - Advisory Sessions
	7:30 PM	7:45 PM	Break
	7:45 PM	9:45 PM	Team breakout sessions and Round 1 submission
9-Jan-21 Sat	6:00 PM	6:15 PM	Finalists announced
	6:15 PM	6:30 PM	Reiteration of final round judging criteria & judges' address
	6:30 PM	8:30 PM	Team breakout sessions
	8:30 PM	9:30 PM	Interview Sessions
	9:30 PM	10:00 PM	Top 6 teams announced by interviewers
	10:00 PM	11:00 PM	20-minute team sessions with pitch coaches
	11:00 PM	11:15 PM	Close out
10-Jan-21 Sun	6:00 PM	6:15 PM	Final Day Welcome
	6:15 PM	8:45 PM	Final Round Live Presentations
	8:45 PM	9:00 PM	Break
	9:00 PM	9:25 PM	Congratulatory Keynote Address
	9:25 PM	9:40 PM	Winners announcements & feedback from Judges
	9:40 PM	9:40 PM	Closing Keynotes

## 5.2 Canada Timeline

Date	Time Start (EST)	Time Finish (EST)	
<b>4-Jan-21 Mon</b>	7:30 AM	7:45 AM	Program Introduction and Welcome
	7:45 AM	8:00 AM	Official Welcome (India)
	8:00 AM	8:15 AM	Official Welcome (Toronto)
	8:15 AM	8:35 AM	Keynote Addresses
	8:35 AM	9:05 AM	Program Walkthrough: Design, Logistics & Resources
	9:05 AM	11:05 AM	Team breakout sessions
	11:05 AM	11:10 AM	Final words and Close out
<b>5-Jan-21 Tue</b>	7:30 AM	8:00 AM	Coaching & Deep Dive 1
	8:00 AM	8:30 AM	Coaching & Deep Dive 2
	8:30 AM	8:45 AM	Break
	8:45 AM	10:45 AM	Team breakout sessions
	10:45 AM	11:00 AM	Break
	11:00 AM	11:45 AM	Mentor Pairs - Advisory Sessions
<b>6-Jan-21 Wed</b>	7:30 AM	8:00 AM	Coaching & Deep Dive 3
	8:00 AM	8:30 AM	Coaching & Deep Dive 4
	8:30 AM	8:45 AM	Q&A/Break
	8:45 AM	10:45 AM	Team breakout sessions
	10:45 AM	11:00 AM	Break
	11:00 AM	11:45 AM	Mentor Pairs - Advisory Sessions
<b>7-Jan-21 Thu</b>	7:30 AM	8:30 AM	Coaching & Deep Dive 5
	8:30 AM	8:45 AM	Q&A/Break
	8:45 AM	11:15 AM	Team breakout sessions
	11:15 AM	11:30 AM	Close out for the day
<b>8-Jan-21 Fri</b>	7:30 AM	8:00 AM	Introduction to Judges & reiteration of judging process
	8:00 AM	8:15 AM	Judges Note
	8:15 AM	9:00 AM	Mentor Pairs - Advisory Sessions
	9:00 AM	9:15 AM	Break

	9:15 AM	11:15 AM	Team breakout sessions and Round 1 submission
	<b>Judges Review Submissions and select top ten teams before the start of the next day's sessions</b>		
<b>9-Jan-21 Sat</b>	7:30 AM	7:45 AM	Finalists announced
	7:45 AM	8:00 AM	Reiteration of final round judging criteria & judges' address
	8:00 AM	10:00 AM	Team breakout sessions
	10:00 AM	11:00 AM	Interview Sessions
	11:00 AM	11:30 AM	Top 6 teams announced by interviewers
	11:30 AM	12:30 PM	20-minute team sessions with pitch coaches
	12:30 PM	12:45 PM	Close out
<b>10-Jan-21 Sun</b>	7:30 AM	7:45 AM	Final Day Welcome
	7:45 AM	10:15 AM	Final Round Live Presentations
	10:15 AM	10:30 AM	Break
	10:30 AM	10:55 AM	Congratulatory Keynote Address
	10:55 AM	11:10 AM	Winners announcements & feedback from Judges
	11:10 AM	11:35 AM	Closing Keynotes

## 6 ABOUT THE ORGANIZERS

### 6.1 Schulich School of Business at York University

Schulich is known as Canada's Global Business School™, the Schulich School of Business is ranked #1 in Canada and among the world's leading business schools by a number of global MBA surveys, including The Economist, Forbes, CNN Expansión and Corporate Knights. The Kellogg-Schulich EMBA program is ranked #8 in the world by The Economist and #4 in the world among joint programs by QS MBA. Schulich (York University) is already deeply committed to our larger academic partnership with the Government of India. Each year, our Schulich Campus in Hyderabad welcomes 55 students to our MBA in India Program (with their first year in India and second year in Toronto, Canada).

Schulich is deeply invested in developing entrepreneurial leaders for the future. Its 'Schulich Startups' community includes 3,000 members and 150 Schulich-founded companies. 'Schulich Startups' is led by the Co-Director of the Entrepreneurial Studies Program, Chris Carder - himself a serial entrepreneur and angel investor.

Schulich has also demonstrated an exceptional ability throughout COVID-19 to move with lightning speed, partner effectively, and make an entrepreneurial impact. As a key partner in the Digital Main

Street ShopHERE Initiative during the pandemic, we rallied 100 Schulich Student Leaders to support the program within weeks, helping bring tens of thousands of small businesses online and partnering with Shopify, Google, Facebook/Instagram, Microsoft, and Mastercard Canada.

## 6.2 Startup India, Government of India

Startup India is a flagship initiative of the Government of India, intended to build a strong ecosystem that is conducive for the growth of startup businesses, to drive sustainable economic growth and generate large scale employment opportunities. The Government through this initiative aims to empower startups to grow through innovation and design.

Several programs have been undertaken since the launch of the initiative on 16th of January, 2016 by Hon'ble Prime Minister, to contribute to his vision of transforming India into a country of job creators instead of job seekers. These programs have catalyzed the startup culture, with startups getting recognized through the Startup India initiative and many entrepreneurs availing the benefits of starting their own business in India.

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