Accelerator Guelph - Market Validation Program  
Cohort 2 - Starting January 2020 – Ending May 2020

Schedule:
Workshops: occur every other Wednesday morning and are led by professional mentors in entrepreneurship and business  
Peer2Peer - Working Sessions: occur every other alternate Wednesday to provide additional opportunities to work with peers and AG staff.

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<th>Session Name</th>
<th>Session Description</th>
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| Kick-off Innovation Celebration      | • Welcome and introduction of AG teams  
• Keynote speaker  
• Innovation of the Year Announcement  
• Eat, drink and network with one another |
| Introduction and Financial Modelling| • Program overview and goals  
• Introduction to some entrepreneurial tools to help you plan - PowerNoodle and Pathfinder  
• Introduction to business models  
• Financial language |
| Peer2Peer - Working Session         | This time is flexible. Working sessions may be dedicated to expanding your knowledge of a certain topic, to addressing team questions or to working collaboratively on business plans. |
| Value Proposition and Positioning   | • Introduction to value propositions  
• Developing value propositions  
• Meeting customer needs  
• Digging into the details of your value proposition using posters and group discussions |
| Peer2Peer - Working Session         | This time is flexible. Working sessions may be dedicated to expanding your knowledge of a certain topic, to addressing team questions or to working collaboratively on business plans. |
| MVP and Competitive Analysis        | • Build a product people want to buy  
• Analysis of product features and benefits and aligning them with customer needs  
• Using the Kano model on your MVP |
| Peer2Peer - Working Session         | This time is flexible. Working sessions may be dedicated to expanding your knowledge of a certain topic, to addressing team questions or to working collaboratively on business plans. |
| Customer Discovery                  | • Conducting research by talking to various customers to find new product opportunities  
• Develop a plan to understand what is most import to your potential customers  
• Digging deep into how your MVP fits with customers needs to find a target market |
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| **Market Validation**       | - Developing a market research plan and questions to determine the product-market fit of your MVP  
- Interviewing customers in your target market to generate unbiased data on market potential  
- Test your hypothesis to confirm or refute features of your MVP, brand or business model  
- Explore resources and services to help conduct market research |
| **Intellectual Property 101** | - Explore the basics of intellectual property - how to use it, why it is important and who to call when you need to protect it  
- Search for competing patents online and discuss  
- Round table and group patent search activity |
| **Sales and Marketing 101** | - How to reach new customers, create repeat customers to build sustainable and growing revenue  
- Introduction to CRM  
- Demonstration of HubSpot CRM and how it can be customized |
| **Exit Interviews**         | - Reflect on and demonstrate the knowledge and skills you have gained from the Accelerator Guelph Market Validation phase  
- Provide feedback to advance continuous improvement |
| **Closing Celebration**     | - Reconnect, reflect and analyze the progress you have made on this start-up journey  
- Celebrate and unwind with friends and colleagues as you complete this level of Accelerator Guelph! |

**Completed Phases:**
AG - Introduction to Entrepreneurship  
AG - Market Validation

**Future Programs to consider:**
AG – Business Foundations  
AG – Business Growth

V2 – 6Sept2019  
* This schedule is subject to change. Questions? Contact: accel@uoguelph.ca