Accelerator Guelph - Market Validation – Research Alert

Accelerator Guelph – Call for Applications!

Is your research the foundation for the next big business success story? You’re in luck. The next cohort to attend the Market Validation program at Accelerator Guelph will begin in January 2020.

Accelerator Guelph was designed by the Research Innovation Office specifically to help faculty, graduate students and post-doctoral fellows to turn University of Guelph research into new agri-food or bio-tech business opportunities.

Accelerator Guelph is the University of Guelph's technology-based business incubator specifically designed for entrepreneurial academics who want to get their start-up company to market faster! Since launching the program in 2018, we have incubated 12 business ideas, many becoming incorporated companies after completing the Market Validation program. Moreover, eight AG teams have advanced their commercialization projects by securing over $450,000 from the Gryphon’s LAAIR funding program.

Join our second cohort now. You will learn how to test your idea to see if you have a sustainable business concept and you will develop transferable intrapreneurship skills that will improve your day-to-day work. The AG program requires teams to commit to attending bi-weekly workshops and frequent mentorship meetings with entrepreneurial experts. Participating teams will learn how to validate product concepts using competitive market research, create solid value propositions and find a scalable business model. Exposure to business management best practices will breakdown the process of “creating your start-up company” into manageable steps to keep you focused, on track and working toward a solid business plan.

Tell us about your business idea and how your novel research or technology has a competitive advantage in the marketplace.

Spaces are limited to six teams – apply now to reserve your spot!
Overview of Market Validation – January 2020 to May 2020

Focus: Validate that customers really want your product and create a business plan!

Your team will:

- Gain market insight and validate the idea/vision of what you want to build.
- Develop and understand the organizational requirements that will set your business on track.
- Test hypotheses and work through the first iteration of the business model canvas.
- Find early adopters who want to test your Minimum Viable Product and provide valuable feedback.
- Test variations of your Minimum Viable Product (key features and value proposition) to validate your target market and understand the basic features that will satisfy your target customers.

How to Apply

Written Application: Submit your written application to Dana McCauley (email accel@uoguelph.ca).

Interview Times and Acceptance: “First come first served” following written application submission.

Selection Process: Teams are accepted following the interview process.

Participant List Finalized: late November 2019

Cohort Size: Maximum of six teams

Program Size: 15+ teams for networking and co-mentorship

Schedule: Wednesday morning programming begins January 2020 and ending May 2020

Venue: On campus

Cost: FREE to qualified University of Guelph employees/academics (estimated value is $10,000 per team)

Commitment:

- 3-hour workshops every second week for 3 months
- 2-hour working sessions every second week (alternate week from workshop)
- Three 1-hour mentoring sessions with New Venture Creation staff
- 3 to 5 hours of independent work per week
- Each participating team will be required to sign an agreement to follow and fulfill the commitments outlined above