

Aim of the Event

Discovery^{Lab} offers lively, interactive events that bring investors, business advisors, industry experts and researchers together to listen to, discuss and evaluate new ventures, startups and SMEs seeking to grow.

Format

The event features a series of private meetings between teams who pitch their plan and a panel of supportive business experts and investors, some of whom are in the room, while others connect remotely or will access the shared business plan summaries, slide decks and recorded pitches after the event. The events are professional while being friendly and informal, with mentors volunteering their time to advise teams.

Tips for presenters

Ensure that the following is clear in the summary of your business plan (ideally 1 or 2 pages):

- Description of the specific problem and pain point in the market you are addressing
- Your product or service and its novel aspects, avoiding technical or proprietary details
- Unique selling proposition defined and appropriately specific
- Market readiness and traction demonstrated
- Intellectual property position/strategy
- Business structure and operations
- Team breadth and depth including management skills
- Major risks and competitors identified/navigated
- Financial analysis and forecasts presented
- Clear ask, whether for investment, advice on IP/contracts/etc., space, partners, collaborators, ...

There is no standard format, this is your chance to stand out.

Please submit your nonconfidential business plan summary (1-2 pages) and pitch deck (optional) at least two weeks before the event so that we can provide feedback here:

<https://forms.gle/XjRC9jsfZpWTaLrn6> (you can update and submit again later if you wish)

If this form doesn't work for you then email these files to michael@discoverylab.ca

We will evaluate submissions, provide feedback, and assign virtual and in-person pitch slots.

Pitches are recorded, the videos will be shared with you along with scores, comments and contact lists.

Thank you for your interest in participating in the next Discovery^{Lab} event.

Michael Overduin and the Discovery^{Lab} team