



Submitting your plan to DiscoveryLab

Submit a 1-2 page summary of your business plan **at least two weeks before the event** to qualify for a slot and so that we can provide feedback using this google form:

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

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

Ensure that the following is clear:

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

There is no standard format. Use font sizes of at least 11 and legible images. This is your chance to stand out. You can also send your slidedeck if you wish. Our advisors evaluate submissions, provide feedback, and assign virtual and in-person pitch slots, which are 10 and 20 minutes each, respectively, with at least half of the time for Q&A.

Thank you for your interest in presenting at DiscoveryLab.

Michael Overduin (on behalf of the DiscoveryLab team)

Format 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. The events feature a series of private sessions where presenters share their screen by zoom or present in person (bring a memory stick and laptop) to a panel of 20-40 supportive business experts and investors, some of whom are in the room, while others connect remotely, they will access the shared plans, decks and recorded pitches. The events are professional while being friendly and informal, with mentors volunteering their time to advise teams.