WCU 2022 Spring Accelerator Program

Co-Hosted by

The Office of Research and Sponsored Programs & The Cottrell Entrepreneurship Center

Description: 10-week program delivered synchronously online for faculty, staff, and students to explore commercialization of their "innovation or technology," using lean startup concepts. This program is designed for teams of 2 or 3. Solo entrepreneurs will be matched with a qualified student to assist them in completing the program.

Teams will meet for four virtual 2 hour sessions during the 10 week period. The day and time for these sessions will be determined after the participating teams have been selected.

Between each group-work teams will work with their mentor and with The Cottrell Center to develop their business using the Business Model Canvas.

Goals

1. To assist faculty, staff, students and community members in determining if a viable commercial need exists for their "invention or innovation."

2. To enable participants to make decisions related to commercialization of their "invention or innovation."

3. Create a plan "to move the invention or innovation forward to market" (if decision is made to pursue this path).

Dates: Spring Session 2022 (February 14-April 22, 2022)

Day & Time for Synchronous Sessions TBD

Class Format

In weeks 1-4, participants begin class with a 5-minute presentation related to their "invention or innovation", watch a presentation by a subject matter expert (SME) on a lean startup concept, participate in a workshop on a related topic, and meet with a mentor assigned to them.

In the week 5 class, participants present key aspects of their business model to participants, mentors and guests on Demo Day.

Week	Topic	Presentation	Workshop
1	Introduction	Lean Startup Methodology & Value Propositions	Creating a Value Proposition
2	Customers	Customers, Users & Payers	Customer Discovery
3	Revenue Models	Revenue models, funding, and exits	Crafting a Revenue Model
4	Presenting your technology	Effective Presentations: Pitch decks, elevator pitches, and business plans	Developing a Pitch Deck
5	Participant Presentations & Wrap-up		

To apply to the program, **click here**.

For more information on the program please email **pdiggin@wcupa.edu**