The Fearless Founders program guides student ventures from idea to launch. The program demystifies venture creation process by breaking it up into three stages, Idea Shell, Hatch and Terp Startup, each with it’s goals and deliverables. The Dingman Center for Entrepreneurship and Maryland Technology Enterprise Institute (Mtech) will provide students with specific resources and requirements that suit the level of progress for their ventures.

Upon successful completion of each stage, student startups are eligible to receive seed funding.

Idea Shell Cohort: $500 in seed funding
Hatch Cohort: up to $2,500 in seed funding
Terp Startup Cohort: up to $3,000 in seed funding

IDEA SHELL COHORT: Fall 2013

Student Participation requirements: 42-45 hours

- Attend all workshops (some workshops may be taken off from requirements on a case by case basis): 16 hours
- Four advising appointments: 2 hours. *
- Customer discovery: 15+ hours
- Market research: 3 hours
- Business Model: 4 hours
- Technology feasibility: 2 hours
- Final project presentation: 30 minutes

Deliverables:

- Business Model Canvas
- Elevator Pitch
- Market Research
- Customer Discovery report
- Technology Feasibility report

*NOTE: YOUR TEAM WILL BE REQUIRED TO ATTEND ONLY ONE 30-MINUTE ADVISING SESSION EACH FRIDAY. Advising sessions are scheduled throughout the day, but you will not need to stay for the entire 2 hours.
FEARLESS FOUNDERS
IDEA SHELL COHORT: Fall 2013

Schedule

WEEK 1

Wednesday, October 16
3:00-3:15 Orientation and Kick-off, VMH 2333
3:15-4:15 Customer Discovery Workshop, VMH 2333
4:30-5:15 Business Model Patterns, VMH 2333
  • Next steps: Build initial Business Model Canvas

Friday, October 18
9:00-10:00 Advising
10:00-11:00 Finding Your Target Market, VMH 2515
11:15-12:15 Market Research Tools at UMD, VMH 3330
1:00-3:00 Advising (NOTE: YOUR TEAM WILL BE REQUIRED TO ATTEND ONLY ONE 30-MINUTE ADVISING SESSION ON FRIDAY, You will not need to stay for the entire 2 hours of advising).
  • Next step: Identify and analyze several target markets for your product or service
  • Next step: Revise your customer list based on your market research

WEEK 2

Wednesday, October 23
3:30-4:30 Customer Discovery
  • Next Steps: Customer Discovery

Friday, October 25
9:00-10:00 Advising
1:00-3:00 Advising
10:00 am – 1:00 pm DCA Review Day, VMH 1518
  • Next Steps: Customer discovery continued
FEARLESS FOUNDERS
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WEEK 3

Wednesday, October 30
3:30-4:30 Marketing as Customer Experience Management

- Next Steps: define value proposition to your customers (hole vs. drill)
- Customer discovery continued
- Revised Business Model Canvas

Friday, November 1
9:00-10:00 Advising
1:00-3:00 Advising
10:00-11:00 Blue Ocean Strategy, VMH 2515
11:15-12:30 Building MVP

- Next Steps: Competitive landscape and competitive advantage: blue ocean, ERRC framework
- What does your MVP look like?

WEEK 4

Wednesday, November 6
3:30-4:30 How to Pitch Your Startup Workshop, VMH 2505

Friday, November 8
9:00-10:00 Advising
1:00-3:00 Advising
10:00-11:00 am Service Blueprinting, TAP Seminar Room
11:15-1:15 Building a beta website: domain registration, using templates, HTML basics, design basics, TAP, Startup Shell

- Next steps: Create service blueprint
- Revised Business Model Canvas
WEEK 5

Wednesday, November 13

12:30-3:30: 10 team presentations to Dingman & Mtech staff and EIRs: 20 minutes per team, 6 minute presentation, 14 minute Q&A, feedback and next steps

Note: other cohort members are invited to sit in during the presentations

WEEK 6

Friday, November 15

12:30-3:30: 10 team presentations to Dingman & Mtech staff and EIRs: 20 minutes per team, 6 minute presentation, 14 minute Q&A, feedback and next steps

Note: other cohort members are invited to sit in during the presentations

WEEK 7

Wednesday, November 20

11:00 AM – 2:00 PM: Terp Marketplace (optional)

Sell your products at Terp Marketplace and browse the booths to see what other students are making and selling.

Thursday, November 21

6:30-8:00 Pitch Dingman Competition, VMH Tyser Auditorium

Announcement of Seed Funding Awards