

HOW THE FORGE HELPS


Ready to turn your side-project into a real business, but aren't sure where to start?

Learn from seasoned entrepreneurs and professionals

The Forge's 14-week startup accelerator program is a quick sprint to launch your idea off the ground




Get the help you need from friendly professionals!

 289.919.1177

 info@theforge.mcmaster.ca

 theforge.mcmaster.ca


 McMaster Innovation Park


STARTUP SCHOOL

THE
FORGE
MADE IN HAMILTON


6:30 PM - 8:30 PM
14 Weeks

**Apply to start your
entrepreneurial journey
now!**

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THE FORGE

MADE IN HAMILTON



ADVISORS

- 1** Eric Spearin - Founder of ShipTIS
Entrepreneur-in-residence at The Forge
- 2** Chris Bутtenham - Founder of Obie.ai
design and UX
- 3** Ehsan Mirdamadi
Cloud architecture
- 4** Pete Lewis - Mobile technology
and sales channel expert
- 5** Mitch Kos
Tesla Motors
- 6** David Kim
Principal at Crescendo Law
- 7** Monika Yazdanian, Ph.D.
Physical Science Lead
- 8** Carmen Wong, Ph.D.
Life Science Lead

INFORMATION

WEEK 1-2: Product-Market Fit

Developing a product people want

WEEK 3-4: Value Proposition

Talking to customers

WEEK 5-6: Go-to Market Plan

Finding your target customer/market
Product roadmap

WEEK 7-8: Legals

Incorporation
Structuring your company for investment

WEEK 9-10: Hiring

How to build a great team

WEEK 11-12: Money


Financial modeling
Raising money: Investment
Grants: SR&ED


WEEK 13-14: Sales

Sales & cold calling
Customer acquisition
Branding & marketing tools


WHAT YOU CAN EXPECT

- 1** Product Roadmap + Design
- 2** Complete Business and financial plan
- 3** Legals 101
- 4** Sales Training
- 5** Build your network

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