

Welcome to

# Startup Weekend Hamilton 2



powered by the Kauffman Foundation

# startup What?!

“the **best** experiential  
**education** for **entrepreneurs**”

- ✓ **468** events
- ✓ **45,000+** attendees to date
- ✓ **91** countries
- ✓ **350+** local organizers
- ✓ **5,000+** startup ventures



# Other SW Events Globally

- Rochester, NY, USA
- Seattle GOV, WA, USA
- Portland, OR, USA
- Madison, WI, USA
- Honolulu, HI, USA
- Manila, Philippines
- Kampala, Uganda
- Boston EDU, MA, USA
- Istanbul, Turkey
- Trojmlasto, Poland
- Sydney, Australia
- Ottawa, Canada
- Aarhus, Denmark
- Arkrane, Iceland

# SW Global Sponsors

Microsoft®  
BizSpark®

Microsoft



**SendGrid™**

  
cloudmine



Google

Ewing Marion

**KAUFFMAN**

Foundation

# housekeeping!

**Twitter Hashtag = #swh2**

**Facilities - Restrooms**

**Network: guest973**

**Parking Passes for the weekend**

**Mohawk's Brain - Research Services**

**Mentors' availability over the weekend**

**Team Introduction**

**Sponsors**

**Prizes**



Start

# the Schedule

Friday

6:00 - Networking and pizza

7:00 - Intro, Speakers

8:30 - Pitchfire!

9:15 - Vote on top ideas, form teams!

10:00 - Start working!

11:59 - Go home! Breakfast, work! - 9:00

Mentors arrive - 10:00

Lunch - 12:00

Dinner - 6:00

Sunday

9:00 - Breakfast and work Sleep(?) - 23:59

12:00 - Lunch

3:00 - Presentations (5 min each!)

5:00- Voting, Awards, and After Party!!!



Saturday

Finish

# ourSponsors

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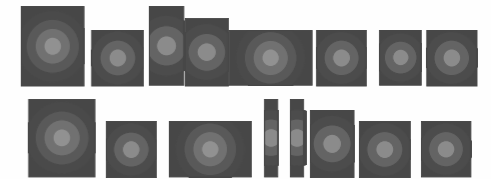
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# friday **Voting**

the  
oldschool  
method

**1**

page with each idea &  
founders name

**3**

post-it notes per person -  
these are your votes!

**30**

minutes to place your  
votes

how to  
rock  
a startup  
in 54 hours  
and  
beyond.

the **CURRICULUM** (listen at your  
own risk)

# fridayPitchfire

You can't say much in **60s**.. so **don't try to.**

Make people **want to know more**

<b>5-10s</b>	Who are you?
<b>10-20s</b>	What's the problem?
<b>10-20s</b>	What's your solution?
<b>5-10s</b>	Who do you need?

**Brand** the  
concept..  
Make up a name!

take notes

**enthusiasm**  
is contagious!



# building a Team

What  
Matters  
MOST



Complimentary skills

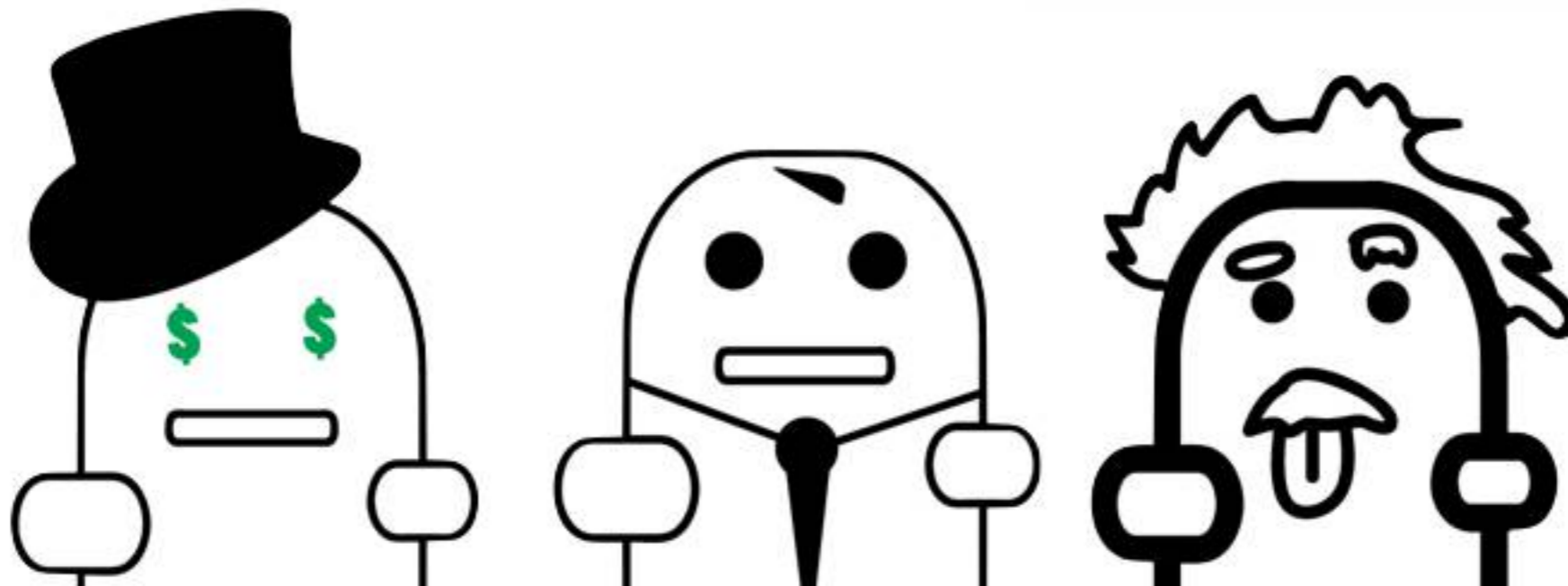


Clear and aligned interests



Energy and Enthusiasm

Be open to **co-ownership** and be prepared to **pivot**  
The team is **EVERYTHING**



# weekend Roadmap



# project **Management**

**1**

## **Braindump Ideas**

**Throw everything on  
the table as early as  
possible**

**2**

## **Prioritize and Refine**

**Choose only core  
features and  
determine MVP for  
Sunday**

**3**

## **Allocate and Set Deadlines**

**Ownership =  
Empowerment!**

**Limit **scope** and **simplify** early!**

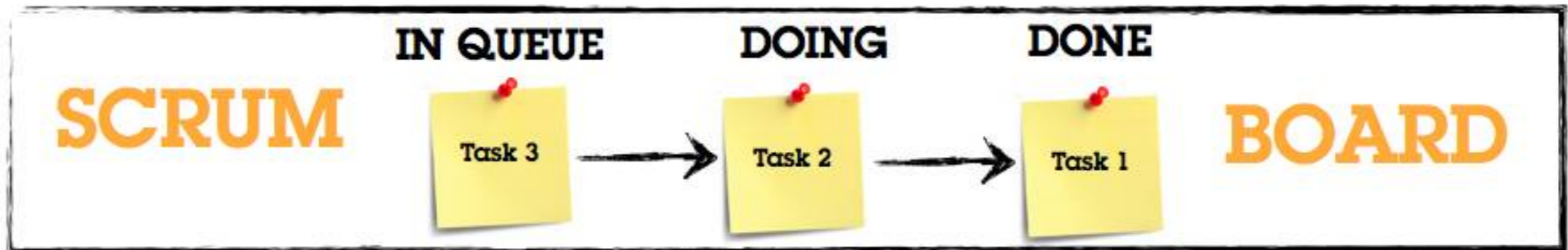
# startup Tools



Set timers for each decision



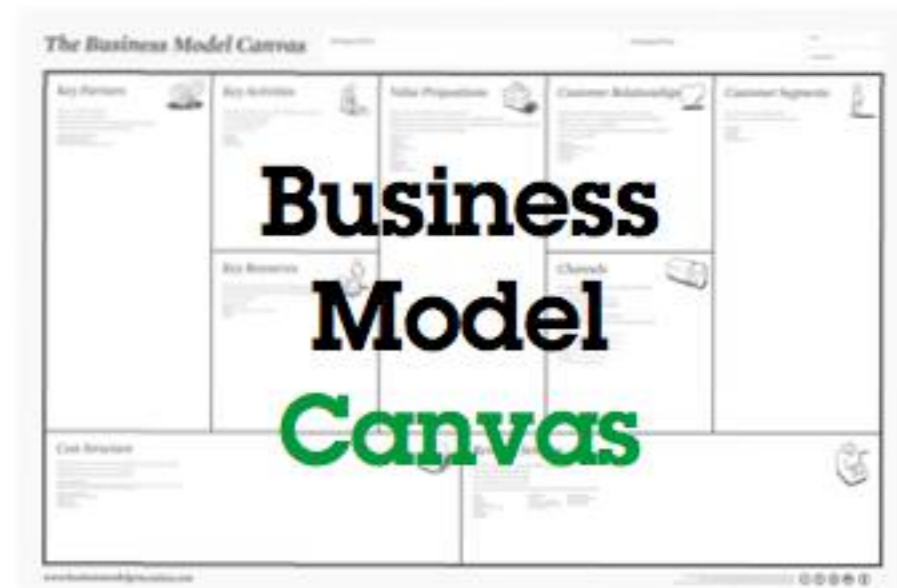
Use Roman Voting



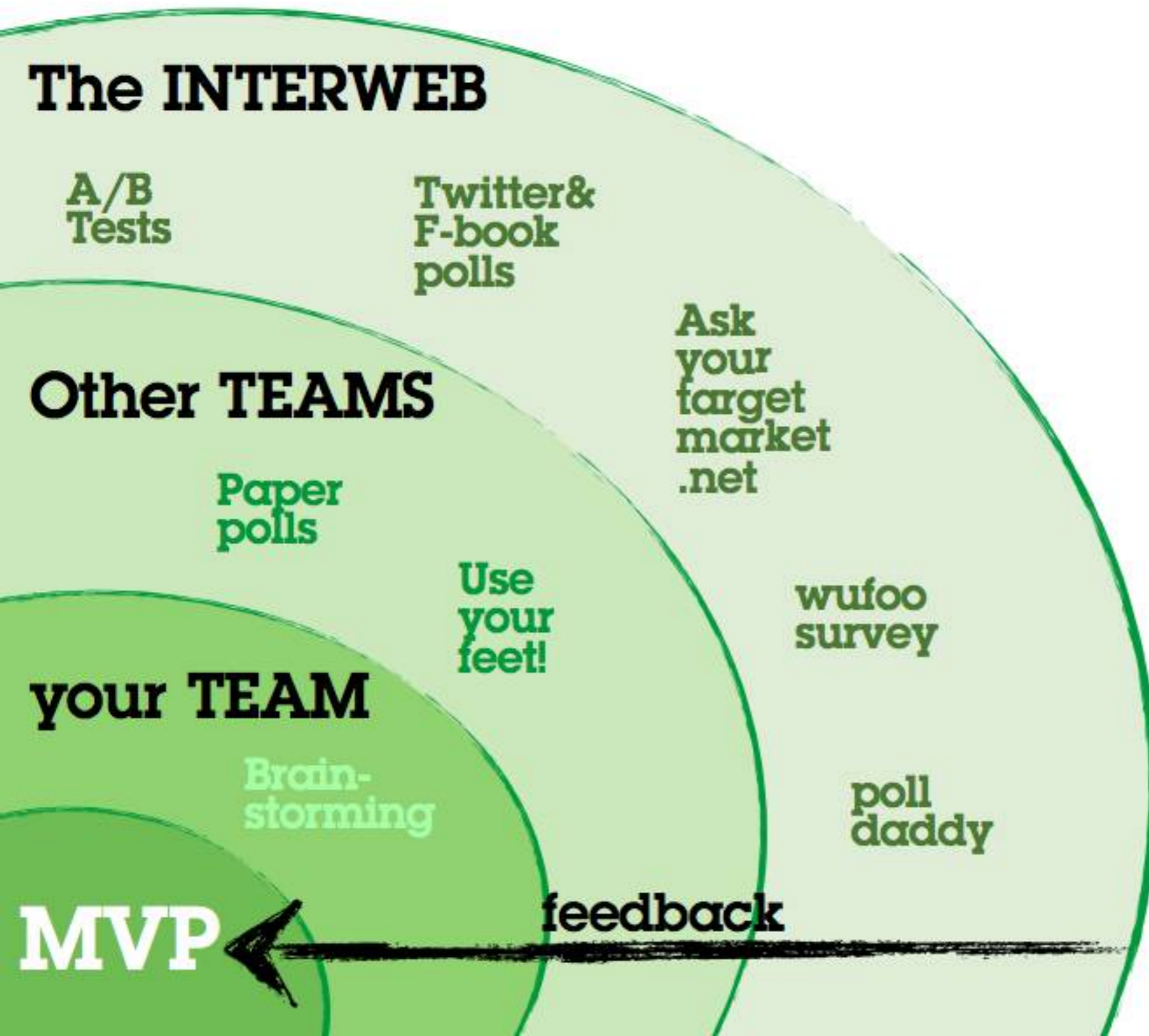
Reconvene regularly (every 2 hrs) for status updates

**Urgent and Important Matrix**

	Urgent	Not Urgent
Important	1 Pay Overdue Bills Finish Overdue Proposal	2 Send out Invoices Call Insurance Provider
Not Important	3 Phone Mom E-mail sibling	4 Read reddit.com Check facebook



# idea Validation



why validation matters:

You

can't

think

of

**EVERYTHING**

judges <3 validation!



# sunday Presentations

Focus on MVP - what you've accomplished

(leave the frills for Q&A)

No numbers without justification

(i.e. hockey stick growth curve)

Save demos locally - wireless WILL crash

(or preload all pages in different tabs)

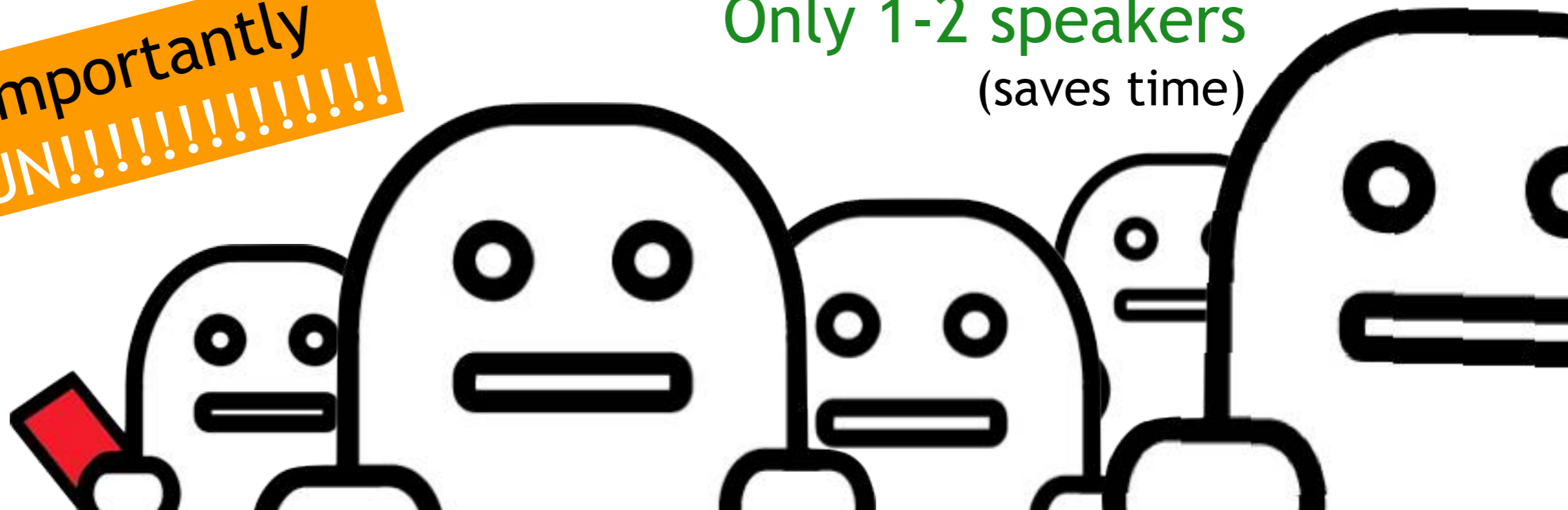
**TECH CHECK & DRY RUN WITH TIMER!**

(set cues to stay on track)

Only 1-2 speakers

(saves time)

most importantly  
HAVE FUN!!!!!!!!!!!!!!!!!!!!



# judging **Criteria**

have  
you...

## **customer validation**

Interviewed potential/target customers?  
Integrated that feedback into your product?  
Built a base of fans and would-be customers?



## **business model**

Differentiated yourself from competitors?  
Defined your customer acquisition/rollout strategy?  
Clearly and realistically articulated your revenue model?



## **execution**

Developed a functional prototype?  
Executed well as a team?



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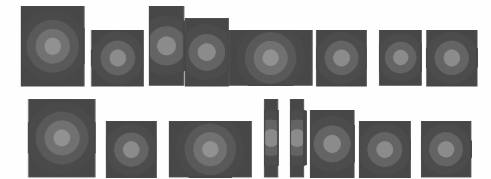
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