DTX Launch Detroit - 2019

DTX Launch Detroit is a fast-paced entrepreneurship program that will take you through the process of launching a technology-based startup venture. This process provides a structure for both building your venture's business model and validating it via customer feedback. By the end of the ten-week program, you should have enough market insight to understand the problem that your venture seeks to solve and to have established a pathway for moving your venture forward.

Each full-time member of venture teams must be prepared to **dedicate at least 40 hours a week** towards accomplishing the goals of this program.

Sometimes ventures will find that customers are not receptive to their business idea. This program will teach you how to make adjustments (pivots) to your business model to better suit your customers' needs. You also may come to the realization that your business is not feasible and decide to abandon it. This is a positive outcome, because you will have saved precious time and resources.

The program consists of weekly sessions, but requires that you spend time between the sessions conducting customer discovery interviews and developing your business model. You will be expected to **conduct a minimum of 100 customer discovery interviews** during the course of the program and to report your findings at the sessions. Additionally, you will required to complete weekly work assignments and make presentations.

All program sessions will be held at TechTown Detroit, located at 440 Burroughs, Detroit. Sessions run from Tuesday, 21 May 2019, through Tuesday, 06 August 2019. The program showcase will be held on 08 August 2019.

You are expected to be on time and present for all sessions. Unexplained tardiness or absences are grounds for dismissal from the program. An inability to keep up with the assignments or pace of the program also may be grounds for dismissal.

Venture Teams

Ventures that participate in the program must participate as a team. Each venture team must have a least two full-time members. Full time is defined as an individual who participates 40+ hours per week. Part-time team members are welcome to attend the program, but are not eligible to receive a stipend.

Stipend

Full-time venture team members will receive a program stipend of $2,500 per member, with a maximum of $7,500 to a venture team. The stipend will be paid out in five installments and will be reported to the IRS as 1099 income. It's the recipient's responsibility to pay the proper income taxes.

Non-Disclosure Policy

Launch Detroit encourages an environment where candid feedback and information can be shared openly. Hence, you will be required to follow a confidential information nondisclosure policy (found in the Agreement to Participate). You may not participate in the program unless you agree to follow this policy.

What to Bring to the Weekly Sessions

First and foremost, bring your entrepreneurial spirit and a willingness to uncover the good, bad, and ugly about your venture. Be sure to complete all pre-session assignments before each class (examples: customer interviews, learning modules, prepping for presentations). You may find a laptop will come

in handy during the sessions. Wi-Fi is available throughout TechTown. You are welcome to bring your own food or refreshments.

Program Format

We use the flipped classroom approach. This means that before each session, you'll be doing the learning on your own by watching instructional videos and completing reading assignments. During each session, emphasis will be given to applying your learning and deepening your understanding. A teaching team will facilitate each session and a coach will be assigned to your team to provide you one-on-one guidance and feedback. Your coach will also be available outside of the sessions.

Tools and Resources

Launch Detroit uses several well-regarded tools and entrepreneurial resources. *Business Model Generation*, written by A. Osterwalder, forms the basis of the course and is required reading. The key concept presented is the Business Model Canvas, a tool that helps entrepreneurs work out the essential elements of their business model in a one-page, easy-to-understand format.

Program Schedule and Framework

DTX Launch Detroit is a fast-paced course and it requires active participation from all attendees at every session. Sessions will be held twice per week at TechTown, on Tuesdays and Fridays. Other than as noted below, the schedule is as follows:

Tuesdays, 28 May - 06 Aug 2019

8:30-10:30	Team report outs
10:30-11:00	Break and coaches' feedback review
11:00-1:00	Lecture, in-class workshops, and work with coaches

Fridays, 31 May - 29 Jul 2019

8:30-10:30	Roundtable discussion with guests
10:30-10:45	Break
10:45-12:00	Team work sessions with TechTown facilitators

Exceptions to the above schedule:

21 May – Orientation: This is a required session for all participants. Topics to be covered include:

1. Overview of DTX Launch Detroit
   - Overview of program goals and objectives
   - Review of program schedule
   - Discussion of program expectations
   - Distribution of program materials
2. Participant introduction
3. Networking lunch with members of DTX grads

24 May – Professional Development / Team Building: full-day session. *(to be confirmed)*

26 Jul – In place of a guest lecture, each team will receive coaching for their Showcase Pitch

30 Jul – All teams will practice their pitch and receive additional coaching

Lunch will be served only on 21 May, 24 May (to be confirmed), and possibly some other days. Food will also be served at the Showcase, see below.

After DTX Launch Detroit

The 10-week program is the very beginning of your entrepreneurial journey. Various opportunities will become available to you as your complete the program.

Showcase

The evening of Thursday, 08 August 2019, those teams that have successfully accomplished the goals of the program will be given an opportunity to make a pitch to a number of potential investors and community partners. Participation will be decided by TechTown.

We anticipate providing a significant cash prize to the team that is judged best

Following the Program

Upon successful completion of the program, ventures may engage in other entrepreneurial services at TechTown. They include incubation, which can provide co-working space and coaching on areas such as building advisory boards, strategic partnerships, funding strategies.