

ACCELERATOR

Welcome Packet

Overview

Welcome to OU Startup Accelerator, an accelerator program at the Tom Love Innovation Hub. Startup Accelerator is part of the University of Oklahoma's integrated Startup Programs, a collection of programs designed to foster and grow entrepreneurial development at the University of Oklahoma. Its other programs include Startup Community and Startup Incubator.

Startup Accelerator is an industry-agnostic, 12-week program designed to help program members conduct rapid market testing and concept validation for their early-stage business ideas. Its curriculum is intended to get program members to the point of a minimum viable product (MVP) suitable for testing in relevant markets and establishing an applicable business model to support advancement. Startup Accelerator's structured curriculum leads participants toward the rapid creation of an MVP suitable for market and product testing, as well as the development of applicable business models to take that MVP to market.

Curriculum

Startup Accelerator staff will employ structured curriculum delivered in weekly cohort meetings, weekly one-on-one strategy sessions, biweekly targeted mentorship events, and community development activities to help program members with finalizing customer validation, market sizing and testing, and business modeling.

Curriculum Materials

Text: Osterwalder, A., & Pigneur, Y. (2013). *Business Model Generation: A Handbook for Visionaries, Game Changers, and Challengers*. Wiley & Sons.

Startup Accelerator curriculum incorporates key components from the text provided, as well as best practices from other community and private business accelerators (e.g., GAN, Y Combinator, gener8tor, etc.).

Startup Demo Day

Each Startup Accelerator cohort concludes with Startup Demo Day, a biannual pitch and expo event. Startup Demo Day features companies exiting from Startup Accelerator, as well as promising business projects from academic and other non-academic entrepreneurship-focused programs at the University of Oklahoma.

Startup Demo Days highlight the groundbreaking companies emerging from the University of Oklahoma while bringing together the local community of entrepreneurs, mentors, partners, investors and community organizations to support the next generation of founders.

Mentorship

Mentorship is an integral aspect of Startup Accelerator. Startup Programs staff continues to partner with community organizations, businesses and other entrepreneurial support organizations to curate a mentorship pool to meet the general needs of early-stage businesses. Mentorship needs for each program member will be determined as needed during one-on-one meetings with a member of Startup Programs staff.

Resources

[Fabrication Lab](#)

All Startup Accelerator members may reserve lab time in the Fabrication Lab, as applicable. Program members may also request focused support from a member of the engineering project consultant team volunteering through the Startup Ecosystem Team.

Program members must submit the following information when requesting a lab reservation:

- a brief description of the project in no more than three (3) sentences;
- the expected window of time for the reservation;
 - if significant use of lab resources is necessary, a statement describing the tools needed and the general length of time required to complete the project

Prior to performing any work in the Fabrication Lab, program members must complete the applicable certifications for equipment use (link.ou.edu/fablab).

Content Lab

All Startup Accelerator members may request access to equipment and production services from the Content Lab; however, while equipment use costs are waived for program members, requested services require payment. The Content Lab employs a cross-functional team of student artists, actors, stage technicians, graphic designers and media production specialists to support creative projects on contract.

This team can support program members in creating product demos, pitch videos, commercials, social media content and more. Program members may also check out certain equipment for the following services:

- Podcast Production
- Video Recording (In-Studio & On-Site)
- Video Editing

Prior to utilizing any equipment or obtaining services from the Content Lab, program members must complete the applicable documentation and exploratory meeting (link.ou.edu/contentlab).

Entrepreneurial Law Center

The OU Entrepreneurial Law Center (ELC) is a recent joint initiative between the Price College of Business and the University of Oklahoma College of Law. The ELC's transactional and counseling legal services include but are not limited to:

- business entity selection and formation
- intellectual property evaluation and patent counseling
- copyright and trademark counseling
- contract negotiation and drafting
- employment and independent contractor
- real estate
- compliance

For more information about the ELC, visit its [website](#). Presently, the ELC is staffed by one (1) personnel; however, OU Startup Programs has connections with other business/transactional attorneys practicing in the Oklahoma City metro area.

Program Schedule

<u>Date</u>	<u>Topic</u>
August 29 6:00 - 8:00 p.m.	Week 1: Startup Accelerator Orientation <ul style="list-style-type: none">● Cohort Introductions

	<ul style="list-style-type: none"> • Program Introduction • Introduction to Oklahoma Entrepreneurial Ecosystem
	Location: Tom Love Innovation Hub
August 31 6:00 - 8:00 p.m.	Community Building <ul style="list-style-type: none"> • Cohort Icebreaker Activity
	Location: <i>TBD</i>
September 5 6:00 - 8:00 p.m.	Week 2: Business Model Canvas <ul style="list-style-type: none"> • Introduction to Business Model Canvas
	Location: Tom Love Innovation Hub
September 7 6:00 - 8:00 p.m.	Mentor Network <ul style="list-style-type: none"> • Business Model Review
	Location: Tom Love Innovation Hub
September 12 6:00 - 8:00 p.m.	Week 3: Customers & Product-Market Fit <ul style="list-style-type: none"> • Cohort Updates • Customer Discovery & Market Validation • Development Plans & Live Case Studies • Market Discovery Test Assessment & Execution
	Location: Tom Love Innovation Hub
September 14 6:00 - 8:00 p.m.	Community Building <ul style="list-style-type: none"> • Cohort Improv Experience Activity
	Location: Tom Love Innovation Hub
September 19 6:00 - 8:00 p.m.	Week 4: Product & Service Development <ul style="list-style-type: none"> • Cohort Updates • Physical Product (Prototyping & Manufacturing) • Digital Product or Service (Development & No-Code Solutions)
	Location: Tom Love Innovation Hub
September 21 6:00 - 8:00 p.m.	Mentor Network <ul style="list-style-type: none"> • Best Practices in Manufacturing • Application Development • Beta Testing Methods
	Location: Tom Love Innovation Hub
September 26 6:00 - 8:00 p.m.	Week 5: Pitch Preparation <ul style="list-style-type: none"> • Cohort Updates • Pitch Development & Training
	Location: Tom Love Innovation Hub
September 28 6:00 - 8:00 p.m.	Community Building <ul style="list-style-type: none"> • Cohort Dinner
	Location: <i>TBD</i>
October 3 6:00 - 8:00 p.m.	Week 6: Finances <ul style="list-style-type: none"> • Cohort Updates • Startup Financing • Startup Financial Modeling • Revenue Generation
	Location: Tom Love Innovation Hub
October 5 6:00 - 8:00 p.m.	Mentor Network <ul style="list-style-type: none"> • Financial Panel (Venture Capital, Angel Investment, Government Funding, and Banking and Lending)
	Location: Tom Love Innovation Hub
October 10 6:00 - 8:00 p.m.	Week 7: Legal <ul style="list-style-type: none"> • Cohort Updates • Business Transactional Law

	<ul style="list-style-type: none"> ● Intellectual Property
	Location: Tom Love Innovation Hub
October 12 6:00 - 8:00 p.m.	Community Building <ul style="list-style-type: none"> ● Cohort Dinner
	Location: <i>TBD</i>
October 17 6:00 - 8:00 p.m.	Week 8: Pitch Preparation <ul style="list-style-type: none"> ● Cohort Updates ● Pitch Training ● Product or Service Demo Development & Training
	Location: Tom Love Innovation Hub
October 19 6:00 - 8:00 p.m.	Mentor Network <ul style="list-style-type: none"> ● Pitch & Demo Feedback
	Location: Tom Love Innovation Hub
October 24 6:00 - 8:00 p.m.	Week 9: Marketing <ul style="list-style-type: none"> ● Cohort Updates ● Branding ● Customer Channels ● Digital Marketing (Social Media, Web, etc.) ● Supply Chain & Logistics
	Location: Tom Love Innovation Hub
October 26 6:00 - 8:00 p.m.	Community Building <ul style="list-style-type: none"> ● Cohort Dinner
	Location: <i>TBD</i>
October 31 6:00 - 8:00 p.m.	Week 10: Organizational Planning & Personnel Management <ul style="list-style-type: none"> ● Cohort Updates ● Leadership Training ● Organizational Design & Planning ● Personnel Recruitment ● Scalability
	Location: Tom Love Innovation Hub
November 2 6:00 - 8:00 p.m.	Mentor Network <ul style="list-style-type: none"> ● Leadership Development ● Talent Acquisition & Management ● Human Resources
	Location: Tom Love Innovation Hub
November 7 6:00 - 8:00 p.m.	Week 11: Pitch Preparation <ul style="list-style-type: none"> ● Cohort Updates ● Pitch & Demo Finalization
	Location: Tom Love Innovation Hub
November 9 6:00 - 8:00 p.m.	Community Building <ul style="list-style-type: none"> ● Cohort Activity
	Location: <i>TBD</i>
November 14 6:00 - 8:00 p.m.	Week 12: Pitch Preparation <ul style="list-style-type: none"> ● Final Rehearsal ● Demo Day Event Planning & Implementation
	Location: Tom Love Innovation Hub
November 16 6:00 - 8:00 p.m.	Community Building <ul style="list-style-type: none"> ● Cohort Dinner
	Location: <i>TBD</i>
November 18	Startup Demo Day

TBD

Location: *TBD*

In addition to the above events, at least one (1) one-on-one meeting with OU Startup Programs staff and any relevant co-founders or company employees/contractors will occur each week.