

COMMUNITY

Welcome Packet

Overview

Welcome to OU Startup Community Pre-Accelerator, an idea accelerator program at the Tom Love Innovation Hub. Startup Community Pre-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 Accelerator and Startup Incubator.

Startup Community Pre-Accelerator is a 12-week on-ramp to entrepreneurship for individuals actively pursuing any idea, prototype or business model. Pre-Accelerator members engage in structured curriculum focused on ideation, effective market sizing, concept validation, and customer identification. Members are expected to obtain information from a combination of secondary market analyses and primary research methods (e.g., screener surveys, focus groups, quantitative surveys, in-depth interviews, etc.).

Curriculum

Startup Community staff will employ structured curriculum delivered in weekly course assignments, weekly one-on-one strategy sessions, and community development activities to help program members with ideation, market and consumer discovery, and market sizing and testing.

Curriculum Materials

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

Mentorship

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 Community Pre-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 Community Pre-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>
Aug. 29 - Sept. 2	Week 1: Introduction to Oklahoma Entrepreneurial Ecosystem Location: Tom Love Innovation Hub/Online
Sept. 5 - Sept. 9	Week 2: Exploratory Ideation Location: Tom Love Innovation Hub/Online
Sept. 12 - Sept. 16	Week 3: Market Discovery Location: Tom Love Innovation Hub/Online
Sept. 19 - Sept. 23	Week 4: Market Validation Location: Tom Love Innovation Hub/Online
Sept. 26 - Sept. 30	Week 5: General Competitive Analysis Location: Tom Love Innovation Hub/Online
Oct. 3 - Oct. 7	Week 6: Customer Discovery Location: Tom Love Innovation Hub/Online
Oct. 10 - Oct. 14	Week 7: Customer Segmentation Location: Tom Love Innovation Hub/Online
Oct. 17 - Oct. 21	Week 8: Customer Validation Location: Tom Love Innovation Hub/Online

Oct. 24 - Oct. 28	Week 9: Value Proposition Location: Tom Love Innovation Hub/Online
Oct. 31 - Nov. 4	Week 10: SWOT Analysis Location: Tom Love Innovation Hub/Online
Nov. 7 - Nov. 11	Week 11: Targeted Competitive Analysis Location: Tom Love Innovation Hub/Online
Nov. 14 - Nov. 18	Week 12: Minimum Viable Product Location: Tom Love Innovation Hub/Online

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.