

Startup Seminar – Spring 2022

Introduction to Startup

Keith E. Kelly

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NORTHERN MICHIGAN **STARTUP**WEEK

MAY 9 - 15, 2022

Building Traverse City's Entrepreneurial Ecosystem

Engaging NMC in Traverse City's Startup Community

Keith E. Kelly

NMC Student Information Session 10/12/2021

But what is Startup?

Engaging NMC in Traverse City's Startup Community

THE DRAWING BOARD

BRAD FELD

ON STARTUP
COMMUNITIES



The image is a graphic divided diagonally from the bottom-left to the top-right. The upper-left portion has a pink background and features a faint image of hands typing on a laptop keyboard. The word "STARTUP" is written in large, white, bold, sans-serif capital letters. The upper-right portion has a light blue background and features a faint image of a hand holding a pen over a document. The word "SMALL BUSINESS" is written in large, white, bold, sans-serif capital letters. In the center, where the two background colors meet, is a white circle containing the text "VS." in bold, black, sans-serif font. In the top-right corner, there is a small black oval containing a white letter "S". In the bottom-right corner, there is a black rounded rectangle containing the white text "7:07".

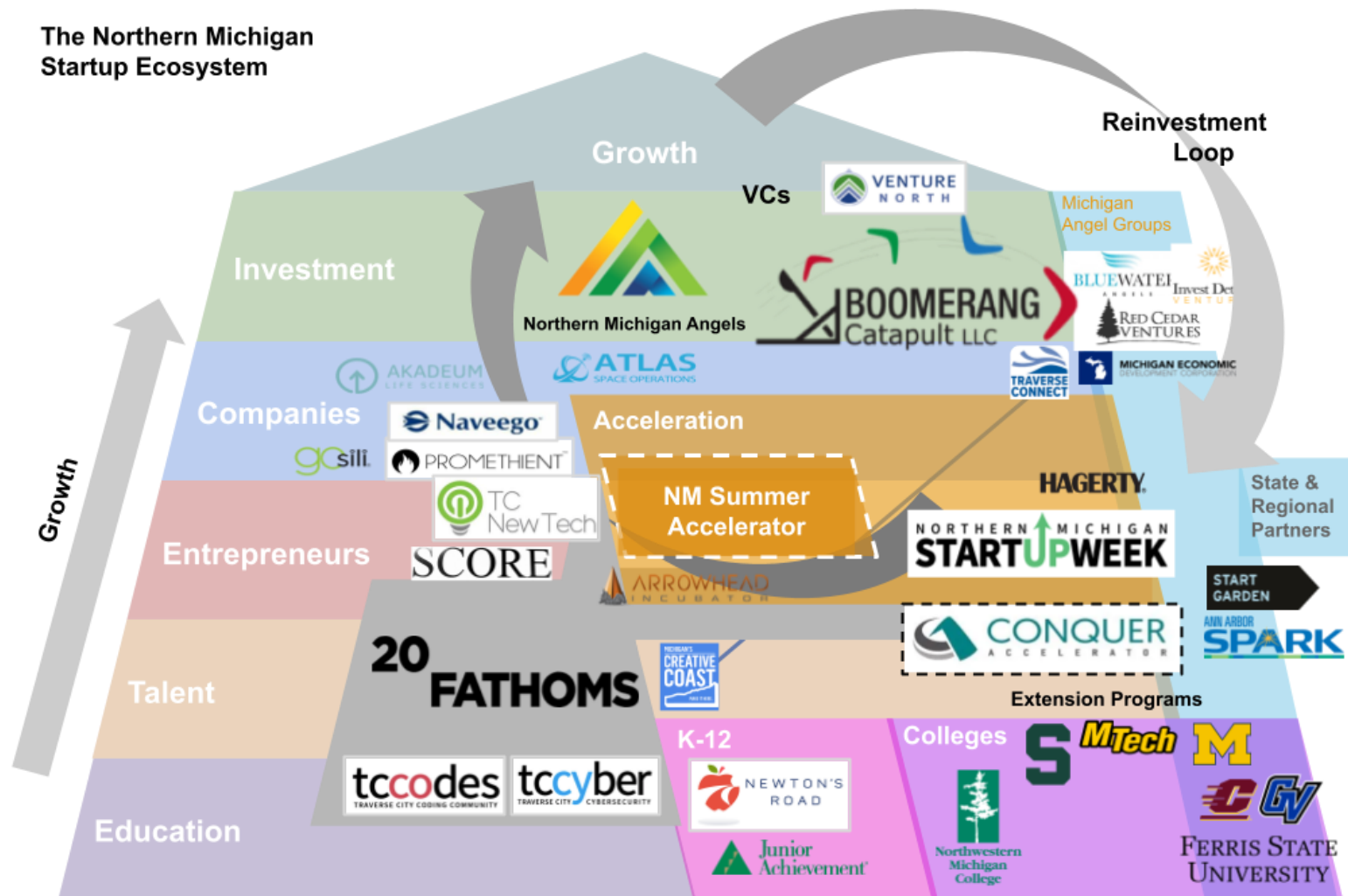
STARTUP

VS.

SMALL BUSINESS

7:07

The Northern Michigan Startup Ecosystem



NORTHERN MICHIGAN STARTUPWEEK

MAY 9 - 15, 2022

What is Northern Michigan Startup Week?

Three participation tracks:

+ High School Invention Competition

– College Startup Competition

Northwestern Michigan College students with an interest in business, technology, or entrepreneurship are invited to participate. Students will enroll in a designated class for the Spring 2022 semester where they will work as teams to develop their startup. The program concludes on May 13 with a pitch competition where prizes will be given for first and second place.

+ TechStars Startup Weekend

Hosts

Northern Michigan Startup Week is presented by 20Fathoms in collaboration with Northern Michigan Angels and Newton's Road. Featured events hosted by Northern Michigan College with additional support provided by TCNewTech.

Key Dates

- **May 9-15, 2022:** Northern Michigan Startup Week
- **May 13-15, 2022:** TechStars Startup Weekend Traverse City

Full Schedule Details Coming Soon

Locations

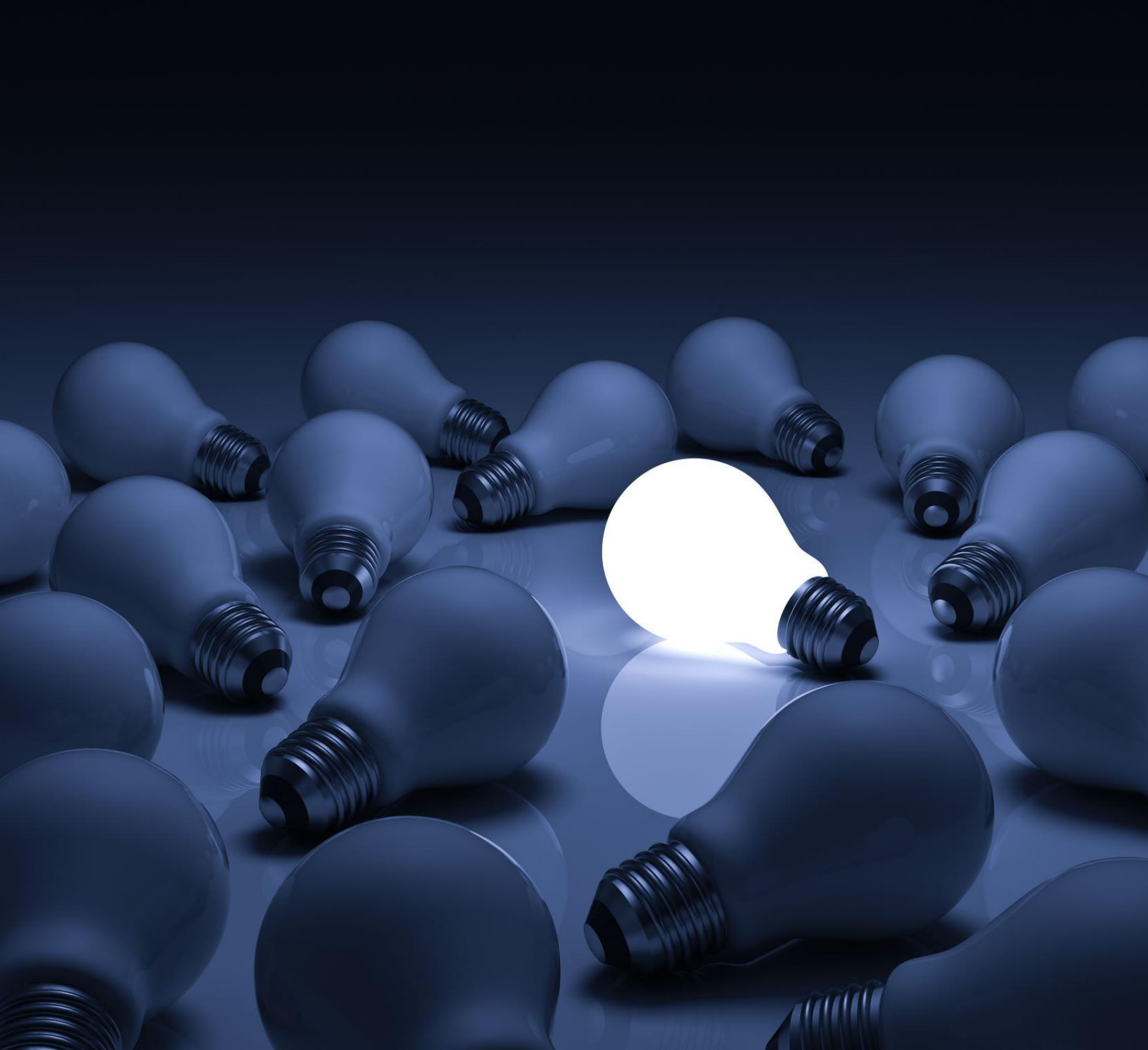
- **Innovation Center at Northwestern Michigan College:** Location of May 13-15 Startup Weekend
- **City Opera House:** Location of all pitch competitions (May 13 and May 15)



How to Start a Startup

By Sam Altman

[How to Start a Startup
\(samaltman.com\)](https://samaltman.com)



Innovation
Doesn't Just
Happen.

The Plan

Sprint 1- Problem/Opportunity (individual)

Sprint 2 - Product (individual)

Sprint 3 - Team/Planning (Cofounder, Team?)

Sprint 4 - Execution

Sprint 5 - Pitch

*** Friday, May 9: NMSW Pitch Competition

Example: Lean Canvas

Problem 1 <i>Existing alternatives:</i>	Solution 3	Unique Value Proposition 2	Unfair Advantage 7	Customer Segments 1 <i>Early adopters:</i>
	Key Metrics 6		Channels 4	
Cost Structure 5		Revenue Streams 5		