

Startup Seminar – Spring 2022

Introduction to Startup

Keith E. Kelly

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Keith E. Kelly

NMC – Faculty, Engineering Technology

– NMC Makerspace

Coordinator – Northern Michigan Startup Week

Founder - tccodes/tccyber

TCNewTech – Board of Directors



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

But what is Startup?

Engaging NMC in Traverse City's Startup Community

THE DRAWING BOARD

BRAD FELD

ON STARTUP
COMMUNITIES



A graphic comparing 'Startup' and 'Small Business'. The background is split diagonally from the bottom-left to the top-right. The upper-left portion is pink and features a faint image of hands typing on a laptop keyboard. The lower-right portion is blue and features a faint image of a hand holding a pen over a document. The word 'STARTUP' is in large white letters on the pink background. The word 'SMALL BUSINESS' is in large white letters on the blue background. In the center, a white circle contains the text 'VS.'. In the top-right corner, a small black oval contains the letter 'S'. In the bottom-right corner, a black rectangle contains the text '7:07'.

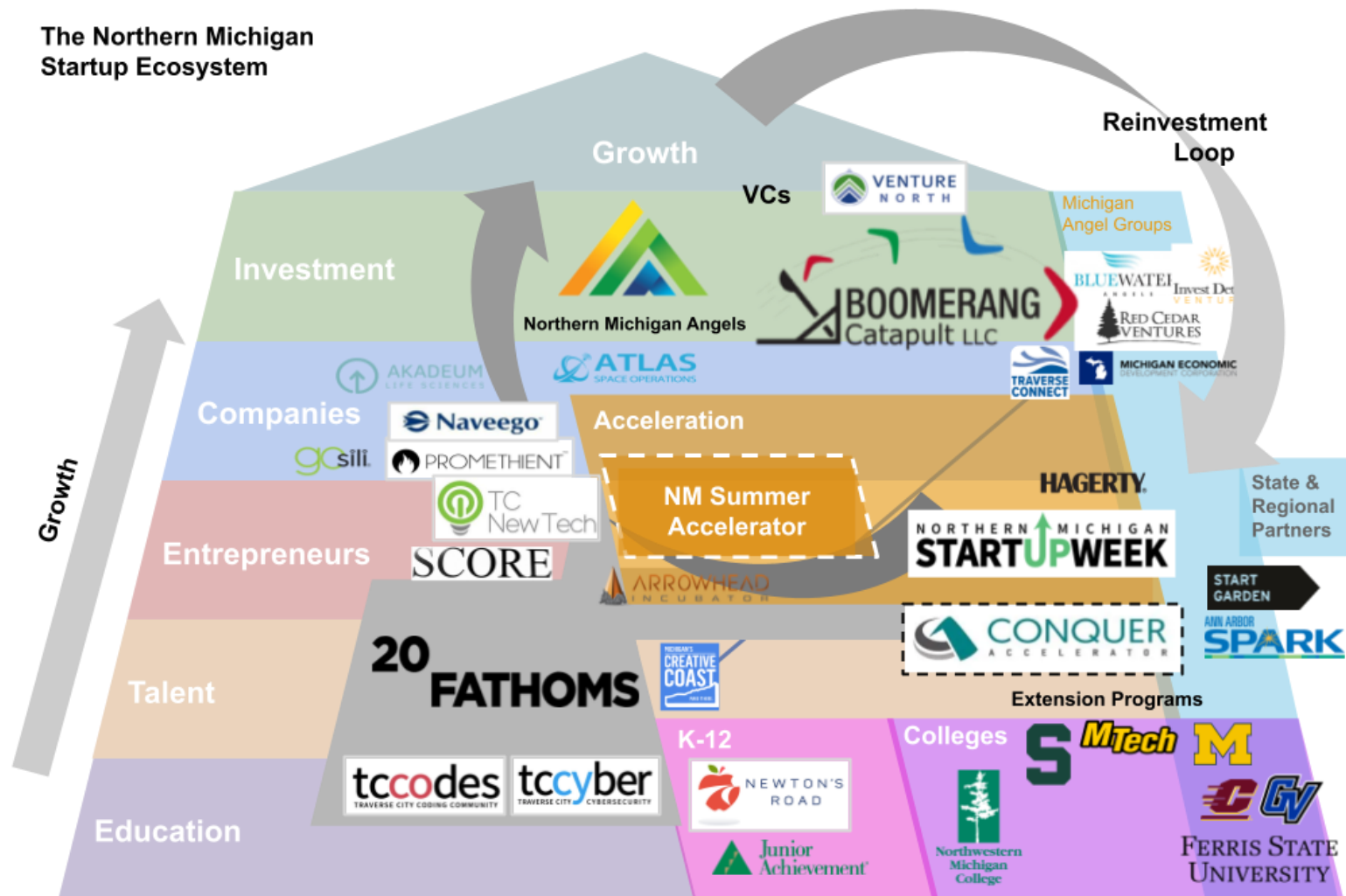
STARTUP

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

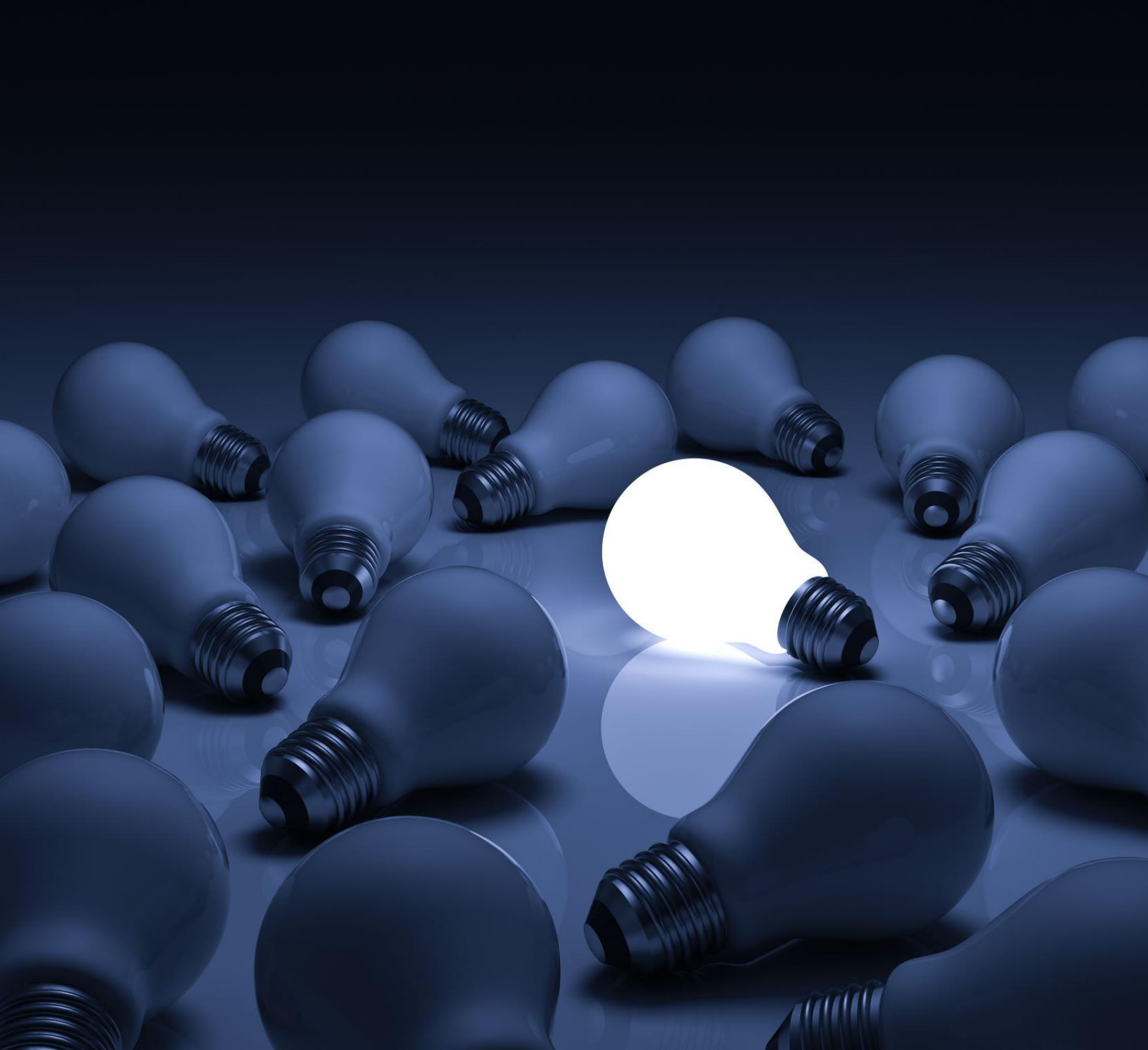
- **Innovation Center at Northwestern Michigan College:** Location of May 13-15 Startup Weekend
- **City Opera House:** Location of all pitch competitions (May 13 and May 15)



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



Sprint 1

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 | | |

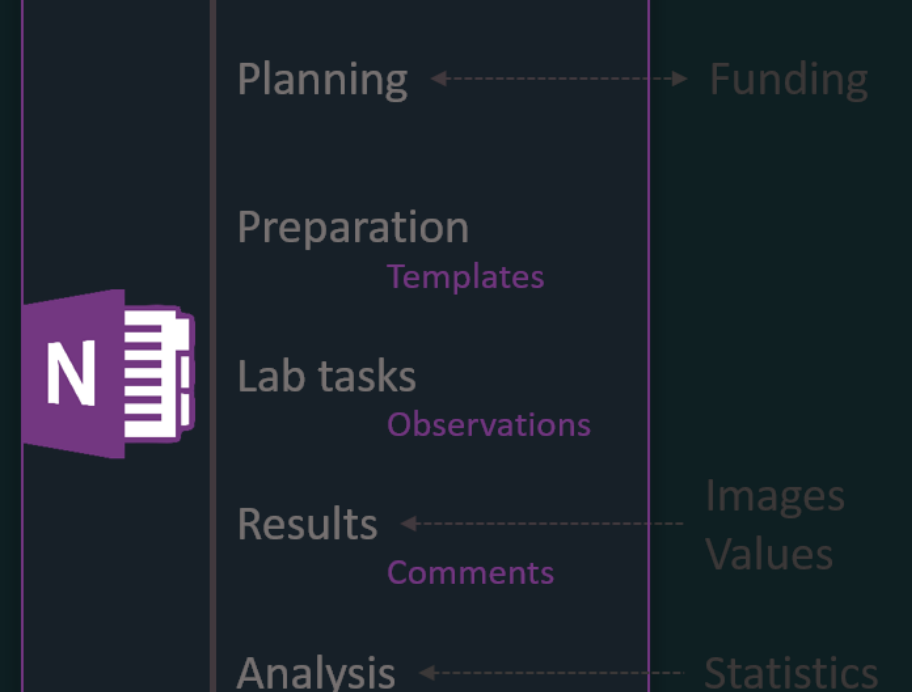
Home, Garden & Tools

TOUCHUP CUP PAINT CONTAINER

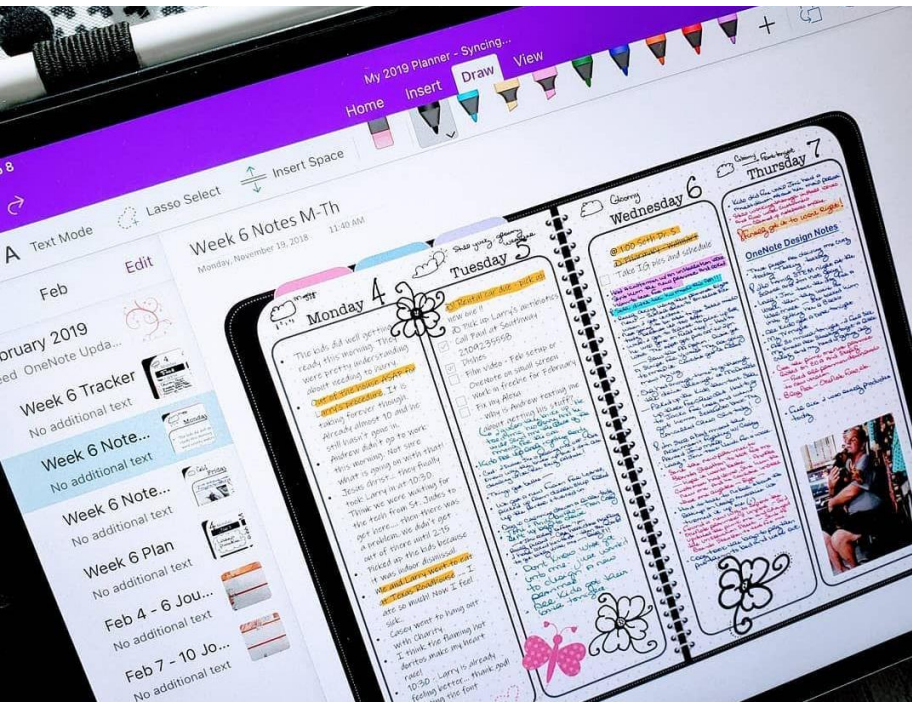


POOLEY'S

TECHNICAL AND JOURNEY LOG BOOK



Your Log – Your Journey



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