

INTENSIVE COURSE FOR INNOVATORS

FROM MAY 20 TO JUNE 15, 2018

The Summer Business School's *Startup Fuze* program is led by innovators, experienced entrepreneurs, and designers, and it will introduce you to the thrilling world of ideation, product and service design, prototyping, validation, business model generation, fundraising, marketing and more.

FSA.ULaval.ca/STARTUP-FUZE



**STARTUP
FUZE**



UNIVERSITÉ
LAVAL

Startup Fuze is more than a summer school - it's an entrepreneurial boot-camp that immerses participants into the exciting and dynamic world of innovation, design, and entrepreneurship.

Specifically, this unique, four-week program goes like this:



1/ It begins with a weekend in the forest that not only helps you bond with potential teammates, but also gives you the experience of trying to build an innovative business in just 36 hours.



2/ Then you return to Quebec City to work in UL's School of Design: a magnificent creative-working-space that lets you live and breathe creativity. During your week there, you do a deep-dive into a problem experienced by a real client and use tools from Design Thinking to find potential solutions, prototype them, and then test them with real people. During the process you'll receive mentoring from product, graphic, and multimedia designers - everything you'll need to develop and validate your product or service.



3/ Next you will move to the university's brand-new, cutting-edge entrepreneurial space on the main campus. During your time there, you'll build a business model around your value proposition.

4/ During the final phase of the program, you'll work with investor-pitch and presentation experts to develop a beautiful, engaging presentation that you will give to a distinguished jury during the grand finale. But it's not all work: this will also be your opportunity to meet members of Quebec's startup ecosystem during a series of stimulating talks, fun evening events, and performances.

5/ During the Grand Finale, you'll present your solution and customer validation to an audience of entrepreneurs, investors, customers, designers, and the general public. And the best presentations will win prizes.



STARTUP FUZE IS:

STIMULATING TALKS FROM SUCCESSFUL INNOVATORS,

FUN ACTIVITIES WITH MEMBERS OF THE STARTUP ECOSYSTEM,

WORKSHOPS, MENTORSHIP, NETWORKING, CONTINUOUS COACHING, AND MORE!

PARTNERS



Startup Fuze is a 4-week, high-intensity program that you allows to develop skills and an innovator's mindset that will serve you throughout your life.

Don't miss the opportunity!

ANIMATORS



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