



## MI-CAN Cohort Schedule

### Spring 2024

<b>Week 1</b>	March 4	MI-CAN Kick-off Meeting
	March 7	SBIR/STTR 101
<b>Week 2</b>	March 11	Successfully Navigating Bias, Barriers, & Bureaucracy, part 1
	March 14	Successfully Navigating Bias, Barriers, & Bureaucracy, part 2
<b>Week 3</b>	March 18	The Technical Innovation
	March 21	The Technical Objective and Challenges
<b>Week 4</b>	March 25	Developing Your Value Proposition and Messaging
	March 28	Intro to VC Funding
<b>Week 5</b>	April 1	NO MEETING
	April 4	Market Research and Competitive Analysis
<b>Week 6</b>	April 8	Company & Team
	April 11	Customer Discovery and Journey Mapping
<b>Week 7</b>	April 15	SBIR Commercialization
	April 18	Selecting an SBIR/STTR agency
<b>Week 8</b>	Week of April 22	Project Pitch reviews & one-on-ones
<b>Week 9</b>	Week of April 29	Silent Project Pitch Competition

### Cohort Schedule:

Webinars are on Monday's and Thursday's and run 12:00 p.m. - 1:30 p.m.

#### Week 1

**March 4, 2024**

#### **MI-CAN Kick-Off meeting**

This session you'll learn what to expect from MI-CAN program, meet the BBCetc team, MI-CAN partners, and fellow MI-CAN applicants. Plan on sharing your camera and introducing yourself to the team.

**March 7, 2024**

#### **SBIR/STTR 101**

We'll review, eligibility requirements, participating agencies, the differences between SBIR and STTR, common misconceptions and more! Learn what it will take to be competitive and get the tools to help begin the process.

#### Week 2

**March 11, 2024**

#### **Successfully Navigating Bias, Barriers, & Bureaucracy, part 1**

Historic racial, gender, and economic disparities prevent all entrepreneurs from accessing the information and resources they need to equitably participate in the economy and to grow wealth. This two-part program is designed to help entrepreneurs successfully navigate personal biases, systemic barriers, and institutional bureaucracy that can serve as obstacles along the journey to launch and grow their business(es). This unique training will give aspiring and existing entrepreneurs an uncommon peek behind the curtain to help them gain an understanding of the priorities, protocols, and practices of the organizations and institutions that make up the human and structural ecosystem which entrepreneurs must traverse. Along the way, we'll provide insights, strategies, and tips to leverage that ecosystem to build key relationships, gain champions, and follow the most effective path to find the knowledge and resources to reach your entrepreneurial goals with the least amount of friction.

**March 14, 2024**

#### **Successfully Navigating Bias, Barriers, & Bureaucracy, part 2**

### Week 3

**March 18, 2024**

#### **The Technical Innovation**

The technical innovation is the focus of a Phase I project. This includes discussion of presenting the innovation as well as an explanation as to how program's view the importance of the technical innovation.

**March 21, 2024**

#### **The Technical Objective and Challenges**

Guided workshop on describing the R&D or technical work to be done in a Phase I project. Including a discussion of how and why the proposed work should help prove that the product or service is technically feasible.

### Week 4

**March 25, 2024**

#### **Developing Your Value Proposition and Messaging**

Guided workshop on using customer insight to develop your product's unique value proposition and key marketing and sales messaging, including framing your customers' problems and benefits as a result of your solution.

**March 28, 2024**

#### **Intro to VC Funding**

An introduction to how to raise equity investments, how to strategize when raising funds and some warnings when raising equity funds. Learn the differences between Seed, A, B & C rounds of funding, Venture capital, Private Equity Funds and Private Placements, as well as Convertible loans and SAFE investments. Lastly,

### Week 5

**April 4, 2024**

#### **Market Research and Competitive Analysis**

Presentation on why secondary research is vital to a start-up's success, how to design an effective research process, what information you should be looking for and ways to the data you need.

### Week 6

**April 8, 2024**

#### **Company & Team**

Learn how to build a qualified team for your company and proposal. Learn how to use sub-contractors to fill out your team, how to discuss the current and future build out of your management team, and how to use Advisory Boards and Technical Advisers to strengthen your company and proposals.

**April 11, 2024**

#### **Customer Discovery and Journey Mapping**

Customer Discovery, why it is important, how to identify your customer and their needs so you can build the right product or service for them, defining assumptions, developing a problem statement and a solution. Also will review ecosystem resources that can help you get the information you need.

### Week 7

**April 15, 2024**

#### **SBIR Commercialization**

Commercialization and transition plans can be a key differentiator in the SBIR/STTR programs, it is important to know what the agencies are looking for and how to go about developing a good plan. This session will review the requirements and guide you through where to start, what to include, and how to show your best self.

**April 18, 2024**

#### **Selecting an SBIR/STTR Agency**

A walk through of how to find an agency interested in your technology.

### Week 8

**Week of April 22**

#### **Project Pitch Reviews**

Sign-up for a 30-minute one-on-one review with a BBCEtc consultant to improve your Project Pitch before competition submission.

### Week 9

**Week of April 29**

#### **Silent Project Pitch Competition**

Submit your Project Pitch for a chance to win a cash prize.