

DTX

DETROIT TECHNOLOGY EXCHANGE

HEY, YOU! YES, YOU!

LAUNCH DETROIT

WHAT'S BETTER THAN A SUMMER INTERNSHIP? GETTING PAID TO LAUNCH YOUR OWN TECH STARTUP!

Launch Detroit is an intensive, 10-week summer accelerator for college students and recent graduates aspiring to launch a technology startup. Those accepted to participate receive an entrepreneurial stipend of \$2,500 per individual (up to \$7,500 per venture team).

STRUCTURE

- Curriculum based on the Lean Startup model by famed serial entrepreneurs Steve Blank and Bob Dorf.
- Enrolled teams will be given access to co-working space at TechTown
- Bi-weekly workshops and one-on-one coaching
- Extensive time outside of workshops will be spent performing customer discovery to identify market needs
- Program culminates with a showcase event, at which each team pitches to industry experts, local stakeholders, potential partners, and investors

PROGRAM WILL COVER

- Design, test, and evaluate your value proposition
- Finding the right product/market fit
- Developing a business model
- Determining necessary resources
- Identifying first customers
- Connecting with regional entrepreneurial support professionals

ELIGIBILITY REQUIREMENTS

- Undergraduate and graduate students and recent graduates seeking to launch a technology-based business, who are from any Michigan university or who are Michigan residents launching a business in state
- Teams of at least two committed to working on their business on a full-time basis for the entire 10 week program

CURRICULUM

- Team building
- Value proposition, *value proposition*, *value proposition!*
- Customer segments and relationships
- Business model canvas
- Pitch coaching

IMPORTANT DATES:

- FEBRUARY 01:** Applications open
- FEBRUARY 24:** Information meeting
- APRIL 22:** Applications close
- MAY-JULY:** Launch in session
- AUGUST 04:** Showcase

APPLY HERE: DTX-LAUNCH-APP.TECHTOWNDETROIT.ORG

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