



**Mac AI**  
Ventures

## **Mac AI Pre-Incubator Outline**

### **About the program:**

The Mac AI Ventures pre-incubator program supports early-stage, tech-based McMaster student-led projects with an interest in AI. The program gives you support to verify and develop a viable business concept free-of-charge.

The Pre-incubator Program is tailored to ideas with the potential of becoming viable companies. During the program, you will follow a schedule with both mandatory and voluntary elements designed to bring your business idea to fruition.

*The program gives you:*

- Eight months of direct access to mentors with experience in AI development, technological start-ups, UI/UX design, business development, and entrepreneurship
- Priority access to club workshops and design sprint weekends
- Access to supporting technology provided by our sponsors

*Program Period:* Eight months starting from the point of official induction into the program.

*Cost:* The program is free to all McMaster students. We take no ownership in your venture.

*Application period:* We accept applications consistently throughout the year.

*Application criteria:* McMaster students with a start-up or idea which incorporates AI into its core technology are welcome to apply.

*After the program:* You will have taken large steps in the development of your project. The goal of the program is to help you get from development to producing a viable product. The hope is you will have enhanced your knowledge of entrepreneurship and business development. Teams who successfully complete this program are prime candidates to be accepted by start-up incubators across North America.

## **How does it work?**

The Mac AI Ventures club continually accepts individuals and teams into its pre-incubator program. Selection is done according to predefined criteria centered around business potential and team characteristics (see bottom of document).

Mac AI Ventures works according to a structured process with providing mentorship as a fundamental offering. Mac AI ventures also holds workshops, design sprint weekends, and other teachings important to technological development such as product development, UI/UX design, and customer acquisition.

## **Why should you join?**

*Join the community:*

Join a supportive community filled with your McMaster peers dedicated to start-up development and entrepreneurship. McMaster students from any program/background are welcome and encouraged to apply to the program.

*Structure your project development:*

The incubator programs provide a structure to guide your ideas into production by setting goals and offering task management advice to efficiently develop your idea.

*Learn new skills:*

Workshops, design sprint weekends and mentorship communication provide you the opportunity to learn skills essential to successful product development and business practice.

## **What the program offers:**

- Technical AI development support facilitated by Mac AI
- Assistance in onboarding cofounders and early employees/volunteers
- UX/UI design advice
- Priority admission to all Mac AI Ventures events
- Pitch Development \*
- One-on-one mentorship
- Sponsorship support

## **Expectations:**

The Mac AI Ventures pre-incubator program is free-of-charge and does not take equity. Everyone in the program will need to sign confidentiality agreements to protect your own business idea and the ideas of your peers.

We expect the following for pre-incubator program inductees:

- Participation: We expect you to attend workshops and have regular contact with mentors (email, meetings).
- Progress: you need to advance your goals and set new milestones, doing so is critical to successful development and business practice.
- Return the favor: help others within the pre-incubator program by attending group sessions, discussing roadblocks, and providing suggestions.

### **How to apply**

- See the form on Mac AI Ventures website
- We'll get back to you within 5 business days for an initial consultation if accepted for an interview