



The BizTech Fellows Program is a summer leadership development and entrepreneurship learning experience. Participants are full-time enrolled student at historically black colleges and universities located in Louisiana and surrounding states.

The program has two core aspects: team-based customer discovery process, and the personal development mentorship.

The format of the program includes a workshop session on June 3-4, to cover the expectations of the summer program, the basics of the customer discovery and customer interview process, and the format of each weekly web conference.

The students ideally will apply to the Fellows program as a team, preferentially comprised of one business or entrepreneurship student and one student seeking a STEM degree, with the other team members coming from any discipline. Teams are comprised of 3-4 students.

Students who are not yet part of a team are still welcome to apply and attempts will be made to match them with other Fellows if possible, so they may still participate.

Fellows will be responsible for the following activities:

- Designing a business model, using the Business Model Canvas, particularly defining the target market and the value proposition. It is important to understand that until the business model is proven, it is considered merely a hypothesis.
- Designing tests to validate aspects of the business model hypothesis, starting with interviewing prospective customers.
- Interviewing 3-10 prospective customers per week, to validate the problem, then testing whether the proposed solution is valid.
- Preparing a presentation for the weekly web conference, to present findings from the week's interviews and provide an updated version of the business model based on what the interviews revealed. This presentation will be 3-5 minutes long with a few minutes for feedback from peers and mentors.
- Providing feedback to peers during the weekly web conference.
- Using the Launchpad Central online platform to record and update the business model, hypotheses, customer interviews and results, and upload weekly presentations.
- Watching the customer discovery videos provided within Launchpad Central

- Meeting weekly with team mentor prior to the weekly web conference to share weekly presentation and get feedback.
- Preparing a final Lessons Learned presentation to be presented at the closing session to be held in Baton Rouge, LA, August 1-2, 2019.

## FAQ

*I graduate May 2019. Are graduating students allowed to participate?*

Yes. We will accept May 2019 graduates, whether undergraduate or graduate, to participate in the summer 2019 Fellows program

*May I participate alone, without joining a team?*

No. This program is designed to help Fellows learn to work in a team-based program, to emulate a startup's founding team. The amount of work involved is significant, and the best results come from effective teamwork. We will help you find a team if possible. With this in mind, we do ask teams to be willing to have someone join them if possible and find ways to work well together.

*What is the schedule? When are the web conferences?*

The opening session is June 3-4, 2019 in Baton Rouge, LA. The program begins with a reception in the evening of June 3 to meet other Fellows from around the state, as well as mentors and VIP. The opening session will be held June 4.

Web conferences will be held Wednesday evenings, 5-7 pm on the following schedule. Note the schedule for the week of July 8-12.

June 11

June 19

June 26

Week of July 8-12: teams will meet one-on-one (either in person or via telephone) with BizTech Fellows administrators to go over their progress to date, for one hour. No group web conference will be held this week

July 17

July 24

The closing session will be held August 1-2, 2019. On August 1, Fellows will attend a reception with mentors and VIP. On August 2, 2019, Fellows will present their "Lessons Learned" over the course of the summer. This in-person presentation will showcase the experiences of the Fellows over the course of the program, presented to an audience of entrepreneurs, VIP, and their peers.

*Is there a cost to participate in the BizTech Fellows Program?*

No, all costs, including mentorship and travel expenses related to the opening and closing sessions will be paid. Additionally, teams can be reimbursed for up to \$1750 per team for travel expenses incurred for customer discovery interview.

#### *What is the typical schedule for the Fellows program?*

Fellows should begin working on their customer interviews immediately after the opening program. The first web conference will be Tuesday, June 11, from 5-7pm. Fellow should meet with their assigned mentor prior to the first web conference, and present their business model and the preliminary results from their first week of interviews. Fellows will also be expected to submit a travel budget for approval by June 11 (Fellows will be reimbursed up to \$1750 in travel expenses per team.)

Teams will then upload their presentations to LaunchPad Central in preparation for the web conference on June 11, from 5-7pm. During the web conference, Fellows will present their teams' findings from the week, and receive peer feedback from other Fellows. They will then provide peer feedback for the other teams.

After the June 11 web conference, teams should continue their customer interviews, striving for 3-10 interviews during the week. Teams should plan to meet with their mentors prior to the June 19 web conference to present their findings, and then upload their presentation to Launchpad Central in preparation for the web conference.

Advance planning, proactiveness, time management, and team work skills will be required to successfully complete the BizTech Fellows program.

#### Selection Criteria:

The BizTech Fellows Program selects students with a high desire for a career in entrepreneurship and innovation. While there are no specific background prerequisites for being a Fellow, the Program is looking for applicants who demonstrate the following qualities:

- Integrity
- Commitment, drive, and follow-through
- Adaptability and flexibility
- Perseverance and Drive
- Commitment to inclusion, collaboration, and team work
- Empathy for others and high level of self-awareness

#### **Application Timeline**

March 20, 2019	Applications Open
April 30, 2019	Applications Close

May 7, 2019	Letters of Recommendation Due
May 14, 2019	Fellows chosen
May 17, 2019	Fellows notified