Startup Fuze

May 28 - June 26, 2015

Université Laval
Québec City, CANADA

www.fsa.ulaval.ca/SF

UNIVERSITÉ
LAVAL

Faculté des sciences
de l'administration

Welcome

Dear students,

On behalf of all of my colleagues in the Faculté des sciences de l'administration at l'Université Laval (FSA ULaval), it is my pleasure to welcome you to the StartupFuze program in Québec City. I hope that this program motivates you to create and innovate in every facet of your life.

Each year, StartupFuze brings together students from Mexico, the United States, English Canada and Europe to study and collaborate around the process of innovation.

During the next four weeks, you will discover the beautiful city of Québec and its region. Québec is a safe and friendly city with many parks, bike paths and an excellent public transportation system. It is also one of the most entrepreneurial and dynamic cities in Canada. Please make yourself at home and take advantage of everything it has to offer. We are here to make your stay memorable and we hope that by the end of this program you will leave having made friends for life.

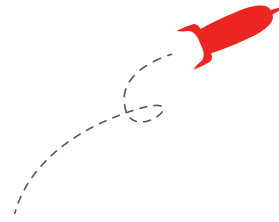I wish you all Bienvenue and hope that you enjoy your time with us.

Best regards,

Michel Gendron
Dean, FSA ULaval

StartupFuze

StartupFuze is an intensive 4-week, 6-credit program that teaches students the process of innovation and instills in them the design and entrepreneurial mindset needed to become an innovator and change-maker.

One of the keys of successful startups is community support. During this programme, you will be coached and mentored by renowned professors, and successful entrepreneurs and innovators. They will share critical knowledge related to skills that entrepreneurs need, such as problem framing, ideation, design, storytelling, product design, prototyping and testing, and much more.

This course is intense and emphasizes action. Each day, over four weeks, you will learn a new skill from a professor or an entrepreneur, go out and implement this skill into your project and then share your experience at the end of the day and receive feedback.

Are you ready to become a change-maker?

STARTUP FUZE

Your Multi-Campus Experience

Forêt Montmorency

You will start the program at the beautiful Forêt Montmorency - the largest university research forest in the world. With modern facilities nestled by a lake, you will sleep in a comfortable dorm room, enjoy three meals a day at the cafeteria, and take classes in the main amphitheatre - all this in the middle of the Canadian woods! This stunning setting will allow you to get to know the other participants as you sit by a camp fire, relax in the games' room or walk the trails around the lake. Who knows - you may even see a moose.

St Roch District

At the end of the first week, you will transfer to the downtown campus of Université Laval, in the startup hub of the city – St Roch district. You will stay in apartment-style residences only a 5-minute walk from the Design School of Université Laval, a partner in this program. This busy area will allow you to test your prototype with the locals when it is time to "get out of the building". As this is the entrepreneurial hub of the city, many of the programs' mentors are headquartered here, making access to them, and to their companies, much easier.

Main Campus

The main Université Laval campus is located about 15 minutes away from downtown, and is like a small town within the city. It has all of the amenities of a modern North American university campus, including a world-class sports complex, a public transit terminal and modern infrastructure. Several activities will take place at FSA ULaval – the AACSB and EQUIS-accredited Business School.

Is this Program for You?

StartupFuze is officially an undergraduate program, but it is open to all undergraduate and graduate students. As everyone can learn the process of innovation, and as diverse teams facilitate innovation, we welcome students from any discipline who are passionate about creating change around them. In the past, students have come from the following disciplines: business, law, engineering, design, foreign languages, political science and others. No matter your background, the key is your passion for innovation and your willingness to develop meaningful solutions to current problems – to become a change-maker. If this describes you – welcome aboard!

How Do I Enroll?

Nomination

As this program is part of the student exchange offering of FSA ULaval, students from partner universities should be nominated by the international coordinator in their home university international office.

Application

Once you have been nominated, you may apply by filling out the application form at the end of this handbook. Please be sure to fill out the application directly on your computer, print it and return it by e-mail to the following address: incoming@fsa.ulaval.ca

Documents

Please attach the following documents to the e-mail:
1. A copy of your most recent transcript
2. Your CV
3. A copy of your passport photo page
4. A link to a 30-second video of you answering the following question:
   Why do I want to participate in StartupFuze?
   This video is your first pitch! You have complete creative freedom so have fun with it!

Acceptance Letter and Visa

Once we have received and reviewed your application, we will send your acceptance letter to your university's international coordinator. If you are a citizen of a country that requires a visa to visit Canada, please ensure that you contact the nearest Canadian Consulate to enquire about the visa process. If you do not require a visa, the letter and your passport will suffice to cross the border.

You are all welcome to stay longer than the program duration to explore a bit on your own. Some past partici-pants have done this, often going to Montreal or simply staying to enjoy Québec City a little while longer.

Documents for the Airport
- Passport (with entry visa for those requiring it)
- Acceptance lettter

Flights

Québec City is about 300 km from Montreal. You have two options:

1. Land in Québec City (YQB). This is what we encourage you to do if you can, as, with the cost of the bus from Montreal, along with the extra time, it probably makes a direct flight into Québec City worth the few extra dollars.
2. Land in Montreal (YUL) and then take the bus from the Montreal airport to Québec City (brief stop-over in Montreal).

American carriers such as Delta (JFK), United (Newark and Chicago O'Hare) and US Airways (Philadelphia) all fly directly into Québec City. Air Canada and West Jet will fly you to Québec City from your city via Montreal or Toronto.

Someone from the university will pick you up at either the Québec City airport or at the Québec City (Ste-Foy) bus station on Thursday May 28th, 2015. It is important, therefore, that you contact us with your travel details once finalized.
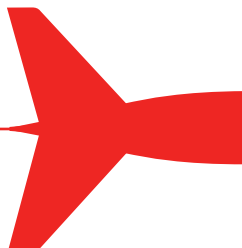
Driving

Sometimes, American and Canadian students decide to drive to Québec City. This is a great experience and in a sense, extends your study abroad experience to include a great road trip adventure. We recommend that you bring along a friend or another participant from your university to make the trip that much more enjoyable.

Parking

If you decide to drive there is parking available during the program. At the city centre campus where most of the program will take place, parking costs about $120 for three weeks.

Housing

Once you arrive on Thursday, May 28th 2015, you will be picked up and taken to the main campus residence hall where you will stay for the first two nights. On Saturday, May 30th, we will all go to the Montmorency Forest and stay there until the following Thursday, June 4th when we will check into the city centre housing for the remainder of the program. Everything is arranged for you – you need only be present with your things and we will help you get settled in. All rooms are singles with shared bathrooms except for the Forêt Montmorency where students will be two per room. The residence costs are included in the program fees.

Food

Breakfast and lunch are included during each week of the program. At the Forêt Montmorency, supper is also included. During the weekends no meals are provided; however, you can prepare food in your apartment, as there is a shared kitchen for 2-4 students.

Health Insurance

Mandatory Université Laval health insurance is also included in the fee. This is a comprehensive insurance plan that covers anything. If you are already insured, you cannot have a waiver, as the University insurance is mandatory for all international students. However, when you are travelling to and back from Québec City, please be sure that you also have a personal travel insurance plan. On Friday, May 29th, you will receive a document attesting that you are covered, as well as an insurance card.

Internet and Sports

On the morning of May 29th, we will meet to finalize your registration. You will receive a student card that will give you access to the PEPS, the on-campus sports facility - one of the largest in Eastern Canada. You will also be able to sign up for wireless internet. There is wireless internet at every venue – even at the Forêt Montmorency! If you have a laptop, please bring it with you.

Classes and Workshops

Classes and workshops are led by professors and entrepreneurs. They are 1-3 hours long and are always followed by hands-on work in order to incorporate what you have learned into the team project. This is an intensive program so classes and personal work will take place in the mornings, afternoons and sometimes in the evenings.

Company Visits

As this program is a learn-by-doing experience, StartupFuze collaborates with local and international entrepreneurs who come and speak to you about specific subjects important to your project. They will then spend the rest of the time mentoring you so that you can incorporate this skill or information into your project.

There will also be networking events scheduled at local startups where you will be able to visit and discuss with the founders and managers.

Québec City and Université Laval

About Québec City

Québec City is the capital of the province of Québec. It has a rich historical and cultural heritage that is very much present to this day. Samuel de Champlain first established a permanent colony on this site in 1608 and for 150 years, it was capital of Nouvelle-France, a large territory that, thanks to the early French explorers, spanned all the way to Louisiana and the Gulf of Mexico. Even today, the legacy of the French explorers can still be seen in the French names of North American cities such as Detroit, Lafayette, Des Moines, St Louis and many more.

Today, Québec City is a vibrant, modern city that blends the old with the new. Coming here is like going to Europe, but with all of the North American conveniences. 95% of the City's inhabitants speak French as their main language. You may even meet some who do not speak English at all, which is why Québec City is a great place to gain an international and cultural experience so close to home. If you do speak a bit of French, it is a great place to practice. If you do not speak French at all - not to worry - the city is one of the top tourist destinations in the world, so a many people are bilingual. Before coming though, it may be a good idea to learn a few key phrases in French, as the locals certainly appreciate your effort to speak their language. « Bonjour – Comment ça va – Ça va bien – Je voudrais une petite poutine s'il vous plaît ».

More about Québec City

About the Québec City Weather

Québec City is a four-season city. In July and August, it can be very hot and humid (30° C - 90° F), but the average temperature is 25° C (77° F). In January and February, along with the massive snowfalls and snowstorms, the temperatures can also get as low as -40° C, but usually averages -10°C. People in Québec City tend to embrace all weather and are generally found outside biking and walking in the spring, summer and fall, and skiing, snowshoeing and sliding in the winter. In May-June, it is a transition time, meaning that some days will be very nice and warm, while others may be a bit nippy. It is best therefore to prepare for all weather (don't worry, we will not have snow).

Clothing

For most of the program, you can wear the same informal clothing that you wear at home. However, for the business visits, presentations and networking events, please pack more formal, professionnal clothing.

Do not forget, the weather may be a bit cool at times – especially in the evenings – so please bring warmer clothes as well, such as a polar fleece, jeans and comfortable walking shoes.
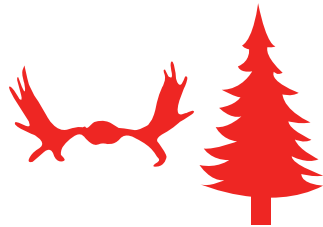
Excursions

The main excursion during the program is the week spent at the Forêt Montmorency. This is an amazing place where you will take classes and work with your teams during the day and relax during the evenings around a camp fire, walking around the beautiful lake next to the pavilion, or simply hanging out in the games' room.

There will be optional cultural visits during the other weekends, such as a walking tour of Old Québec, a UNESCO World Heritage site, the Parc de la Chute Montmorency, the Basilique Sainte-Anne-de-Beaupré and the Sugar Shack evening (where maple syrup is made).

Information

incoming@fsa.ulaval.ca
www.fsa.ulaval.ca/SF

SCHEDULE
May 28 - June 26

Startup Fuze

Week 1	AM	PM	EVENING
Thursday May 28	▮ Arrival - airport pick-up	▮ Arrival - airport pick-up	▮ Optional get-together
Friday May 29	▮ Administration meeting ▮ Meet the professor ▮ Programme overview	▮ Tour of Old Québec	▮ Free time
Saturday May 30	▮ Breakfast ▮ Departure for Forêt Montmorency	▮ Team and idea building ▮ 36-hours design challenge	▮ Team work ▮ Free time
Sunday May 31	▮ Business model generation ▮ How to pitch to an investor	▮ Pitch anything in 30 seconds	▮ Pitch night! ▮ Fireside chat
Monday June 1	▮ Reflection on Startup challenge ▮ Reframing the problem ▮ Rebuild teams	▮ Discovering problem spaces (sensing intent)	▮ Team work ▮ Free time
Tuesday June 2	▮ Discussion on sensing intent	▮ Knowing context and people ▮ The lean Startup method / lean canvas	▮ Team work ▮ Free time
Wednesday June 3	▮ Nature walk	▮ Framing insights and exploring concepts	▮ Framing solutions ▮ Free time
Thursday June 4	▮ Show and discuss output from framing insights and exploring concepts	▮ Depart Forêt Montmorency ▮ Visit Parc Jacques-Cartier	▮ Check into downtown appartment ▮ Free time
Friday June 5	▮ Business model canvas (BMC)	▮ Work in teams on BMC	▮ Overview of team BMC

Join other aspiring innovators to
FIND AN IDEA, DESIGN A PRODUCT AND LAUNCH A REAL BUSINESS !
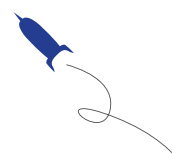
SCHEDULE
May 28 - June 26

Startup Fuze

Week 2	AM	PM	EVENING
Saturday June 6	▌ Free time - optional activity	▌ Free time - optional activity	▌ Free time - optional activity
Sunday June 7	▌ Free time - optional activity	▌ Free time - optional activity	▌ Free time - optional activity
Monday June 8	▌ Design: building empathy and defining a problem statement	▌ Applying what you learned ▌ Get out of the building ▌ Fireside chat about the day	▌ Work on your project ▌ Free time - optional activity
Tuesday June 9	▌ Design: ideation	▌ Applying what you Learned ▌ Get out of the building ▌ Fireside chat about the day	▌ Work on your project ▌ Free time - optional activity
Wednesday June 10	▌ Design: prototyping ▌ Rapid prototyping techniques	▌ Applying what you Learned ▌ Get out of the building ▌ Fireside chat about the day	▌ Visit and networking event at a local Startup
Thursday June 11	▌ Design: testing ▌ Product design principles	▌ Applying what you learned ▌ Get out of the building ▌ Fireside chat about the day	▌ Work on your project ▌ Free time - optional activity
Friday June 12	▌ One-on-one mentor feedback ▌ Story telling	▌ Applying what you Learned ▌ Get out of the building ▌ Fireside chat about the day	▌ Work on your project ▌ Free time - optional activity

Join other aspiring innovators to
FIND AN IDEA, DESIGN A PRODUCT AND LAUNCH A REAL BUSINESS !

SCHEDULE
May 28 - June 26

Startup Fuze

Week 3	AM	PM	EVENING
Saturday June 13	▮ Free time - optional activity	▮ Free time - optional activity	▮ Free time - optional activity
Sunday June 14	▮ Free time - optional activity	▮ Free time - optional activity	▮ Free time - optional activity
Monday June 15	▮ Growth hacking	▮ Applying what you learned ▮ Get out of the building ▮ Fireside chat about the day	▮ Work on your project ▮ Free time - optional activity
Tuesday June 16	▮ Customer relations and sales	▮ Applying what you learned ▮ Get out of the building ▮ Fireside chat about the day	▮ Work on your project ▮ Free time - optional activity
Wednesday June 17	▮ Building an incredible presentation	▮ Applying what you learned ▮ Get out of the building ▮ Fireside chat about the day	▮ Visit and networking event at a local startup
Thursday June 18	▮ Building a digital marketing campaign	▮ Applying what you learned ▮ Get out of the building ▮ Fireside chat about the day	▮ Work on your project ▮ Free time - optional activity
Friday June 19	▮ Presentation feedback	▮ Applying what you learned ▮ Get out of the building ▮ Fireside chat about the day	▮ Work on your project ▮ Free time - optional activity

Join other aspiring innovators to
FIND AN IDEA, DESIGN A PRODUCT AND LAUNCH A REAL BUSINESS !

SCHEDULE
May 28 - June 26

Startup Fuze

Week 4	AM	PM	EVENING
Saturday June 20	▮ Free time - optional activity	▮ Free time - optional activity	▮ Free time - optional activity
Sunday June 21	▮ Free time - optional activity	▮ Free time - optional activity	▮ Free time - optional activity
Monday June 22	▮ Build a pitch deck for venture capitalists	▮ Applying what you learned ▮ Get out of the building ▮ Fireside chat about the day	▮ Work on your presentation ▮ Free time - optional activity
Tuesday June 23	▮ Practice pitch session 1 and expert feedback	▮ Applying what you learned ▮ Get out of the building ▮ Fireside chat about the day	▮ Work on your presentation ▮ Free time - optional activity
Wednesday June 24	▮ Work on your project	▮ Networking exercise	▮ Visit and networking event at a Local startup
Thursday June 25	▮ Practice pitch session 2 and expert feedback	▮ Work on your presentation	▮ Work on your presentation ▮ Free time - optional activity
Friday June 26	▮ Work on your presentation	▮ Demo day	
Saturday June 27	▮ Departure	▮ Departure	▮ Departure

Join other aspiring innovators to
FIND AN IDEA, DESIGN A PRODUCT AND LAUNCH A REAL BUSINESS !
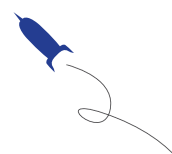
UNIVERSITÉ LAVAL

Faculté des sciences de l'administration

Pavillon Palasis-Prince, local 1322
www.fsa.ulaval.ca

SUMMER BUSINESS UNIVERSITY
Application Form

Summer 2015

IMPORTANT: Please :

1. Fill in the form **directly on screen** (all fields of parts 1 to 5 must be completed) and print it (signatures mandatory).
2. Send it by e-mail along with all the mandatory documents indicated at the bottom of this application.

PART 1 STUDENT IDENTIFICATION

Last Name (as shown on birth certificate)

First Name

☐ Male ☐ Female Date of Birth *yyyy* *mm* *dd* Place of Birth (City and Country)

Email Address

Citizenship on Passport

Phone

Mother Tongue

Language of Use

Last Name of Father

First Name of Father

Last Name of Mother at Birth

First Name of Mother

Address used for your immigration documents

PART 2 CURRENT STUDIES

Name of University

Current Program of Studies

| Current Level of Studies | France | ☐ Bachelor | ☐ Master I | ☐ Master II |
| | Other countries | ☐ Bachelor | ☐ Master | |

PART 3 INTENTED PROGRAM OF STUDY AT UNIVERSITÉ LAVAL

Name of Program **Startup Fuze**

Credits **6**

PART 4	**SIGNATURE OF THE STUDENT**

☐ I (applicant) declare that I have read the programme content on the web site and I understand that the success of the programme is dependent on my full participation.

☐ I declare that the above information is complete and accurate.

Signature	Date		
	yyyy	*mm*	*dd*

PART 5	**SIGNATURE OF SUPERVISOR OR STUDENT EXCHANGE ADVISOR**

Name of Supervisor/Student Advisor	Title

Address

Email

Signature	Date		
	yyyy	*mm*	*dd*

Please fill out the **application form directly on your computer**, print it and have it signed by your exchange coordinator.

Then, return the application form by e-mail to incoming@fsa.ulaval.ca along with the following documents :

1/ Copy of your university transcript
2/ CV
3/ Copy of your passport photo page
4/ The link to a 30-second video answering the following question: Why do I want to participate in StartupFuze?