

Connect



CO-FOUNDERS

PROGRAMME 2018

Join our Co-Founders programme to meet a co-founder, create a great product and get ready to embark on an exciting startup journey.

Catalyst Inc

connect.catalyst-inc.org

CO-FOUNDERS

Our vision for Northern Ireland is to create a community of innovators so powerful its people can change the world. We realise many people would love to be an entrepreneur but may not have a product idea or may not know someone who has complementary skills.

A Co-Founder is a person who, in conjunction with one or two others, is instrumental in starting a business. This unique programme aims to bring together only the most skilled and talented individuals who dream of entrepreneurship.

To be considered for Co-Founders, you must have a unique set of skills. You are able to see problems that others simply can't. And you possess the experience and resilience to build a product and business with massive potential.

If you want to start a company or join a startup team and have the time, energy and enthusiasm to commit to this programme, we would like you to join us. This programme is the first of its kind in Northern Ireland. This is not a training and development programme – we are looking for the best talent to apply because you want to create the next great product, that could become the next great Northern Irish company.

The Co-Founders programme comprises 2 main components - the Hothouse and Core. Core is for ready formed teams & the Hothouse allows individuals to form teams. You can apply directly to either programme.

HOTHOUSE



INDIVIDUAL WITHOUT
A PRODUCT IDEA



INDIVIDUAL WITH
A PRODUCT IDEA



CORE



TEAM WITHOUT
A PRODUCT IDEA



TEAM WITH A
PRODUCT IDEA

CO-FOUNDERS CORE

- HOW TO CO-FOUND
- BUILD PRODUCT

Apply to the Hothouse to meet likeminded and talented individuals to form teams over a weekend. The strongest teams will then be eligible to join the Co-Founders Core programme and work on their product idea.

PROGRAMME OVERVIEW

Friday 23rd February 2018 – 5.30pm to 9pm
Saturday 24th February 2018 - 9am to 5pm

Venue: Catalyst Inc, Innovation Centre,
Queen's Road Belfast

Cost FREE (however significant time commitment)

Teams can apply to the 10-week programme directly without going through the Hothouse.

Each team will be assigned a coach that will support you on your journey towards validation of your idea. Using design thinking methodology, your coach will help you focus on your customer and the problem your idea can potentially solve.

PROGRAMME OVERVIEW

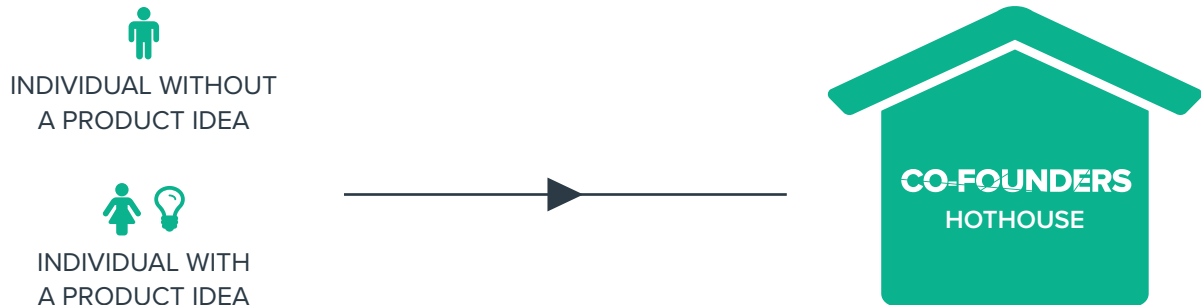
Every Monday evening from 6pm to 9pm
from 12th March to 4th June 2018
(excluding Easter & May Bank Holidays)

Venue: Catalyst Inc, Innovation Centre,
Queen's Road Belfast

Cost FREE (however significant time commitment)

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HOTHOUSE



The Hothouse weekend provides an incredible opportunity to meet likeminded individuals, form teams and work on early product ideas. On the first night, everyone will do a personal pitch by way of introduction to the group. For the remainder of the weekend we will facilitate a series of energetic challenges aimed at getting to know each other and building relationships. A team of experts will also be analysing the group and providing suggestions for team fit. The strongest teams will then be selected at the end of the weekend to join the Co-Founders Core programme.

YOU ARE ELIGIBLE TO APPLY IF YOU:

- are someone with an idea for a great new product and need a team. You might even be well beyond an idea and have a prototype or a product with sales.
- are someone with a track record of success in your career to date (you can do deals / have cracked a significant commercial or technical challenge / other significant achievement).
- want to develop a product that can disrupt a market and build a significant company around it.

HOW DO I APPLY TO THE HOTHOUSE?

Becoming a Co-Founder isn't for everyone! Applying to the Co-Founders Hothouse programme at Catalyst Inc is a competitive process and there are only 50 places available.

STEP 1 - Complete the application form by 7th February 2018

<https://www.surveymonkey.co.uk/r/CoFounders>

STEP 2 - Interview process

- Interviews will take place week commencing 12th to 16th February 2018 at Catalyst Inc - skype interviews can be arranged.
- Offers will be made to candidates by 19th February 2018

All candidates must be available to attend the Hothouse on Friday 23rd February (6pm to 10pm) and Saturday 24th February 2018 (9am to 5pm).

(Please note if you have already applied or attended a Hothouse but did not progress to the CORE programme, you are eligible to reapply for this Hothouse.)

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CORE



CO-FOUNDERS CORE

- HOW TO CO-FOUND
- BUILD PRODUCT

If selected, successful teams will start a ten week intense journey of learning. Co-Founders comprises two areas of focus: 1.) How to be a co-founder and 2.) Creating solutions that place users at the heart of your business. Drawing from a wealth of design expertise, your coach will introduce you to a range of design thinking tools to support these two focus areas.

Underpinning all of this will be education and knowledge on co-founding delivered by the Connect Team at Catalyst Inc, based on the Co-Founders Pilot Programme in 2017 however this will be subject to change. You will also hear

real life examples from our network of Founders of innovation companies.

Tim Brown, CEO of IDEO defined design thinking as

“A HUMAN-CENTERED APPROACH TO INNOVATION THAT DRAWS FROM THE DESIGNER’S TOOLKIT TO INTEGRATE THE NEEDS OF PEOPLE, THE POSSIBILITIES OF TECHNOLOGY, AND THE REQUIREMENTS FOR BUSINESS SUCCESS.”

2017 PILOT PROGRAMME - subject to change in 2018											
WEEK	1	2	3	4	5	6	7	8	9	10	
BUILD PRODUCT	Intro to Design Thinking		EMPATHISE		DEFINE		TEST		ITERATE		DEMO NIGHT
	Assign design thinking coach		PROTOTYPE								
HOW TO CO-FOUND	Overview of Core Programme		Relationship Dilemmas	Product Dilemmas	Reward Dilemmas	Role Dilemmas	Pitch Prep				
			Founders Stories	Founders Stories	Founders Stories	Founders Stories					
		OPEN FOR WORK ON PRODUCT	OPEN FOR WORK ON PRODUCT	OPEN FOR WORK ON PRODUCT	OPEN FOR WORK ON PRODUCT	OPEN FOR WORK ON PRODUCT	OPEN FOR WORK ON PRODUCT	OPEN FOR WORK ON PRODUCT			

Please note the 10-week programme is subject to change and each team can schedule their design thinking sessions with their individual coaches at a time and location that suits them. There is also an expectation that to properly form as a team and develop a great product that you will need to put more hours into this than outlined above if you want your idea/team to succeed.

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YOU ARE ELIGIBLE TO APPLY IF YOU:

- are a team that is already established but don't have a specific product idea and want to identify a big problem worth solving.
- are already part of an established early stage team but you have not yet achieved product / market fit for your prototype.
- are a team that has been selected through the Co-Founder Hothouse programme.

HOW DO TEAMS APPLY FOR THE CORE PROGRAMME?

STEP 1 - Complete application process by 26th February 2018.

<https://www.surveymonkey.co.uk/r/CoFoundersCore>

STEP 2 - Interview process

Interviews will take place week commencing 26th February and teams will have to showcase their product idea or domain expertise as a team.

(Please note teams that are selected out of the Co-Founders Hothouse for Core do not need to complete the application and interview process and will be notified of their success week commencing 26th February 2018)

Teams must be available to attend the Co-Founder Core programme commencing on Monday 12th March to Monday 4th June for 10 weeks on Monday evenings from 6pm to 9pm. (excludes Easter and Bank Holidays)

CO-FOUNDERS ALUMNI

We do not expect everyone who participates in the Co-Founders programme to find their perfect business partner. For those who do not find a fit at the end of the Hothouse or the 10-week core programme you will be eligible to become a Co-Founders Alumni:

- you will receive introductions to trusted partners of Connect who are looking for co-founders for their portfolio companies or exciting technologies
- you may be eligible to participate in future Co-Founders events
- you will have a great network of new entrepreneurs.

INFORMATION / CONTACT US

If you would like more information on Co-Founders, please contact Sonya Kerr, Programme Manager on **+44 (0)28 9073 7828** or email sonya.kerr@catalyst-inc.org for an initial conversation.

Please note all meetings will be conducted in the strictest confidence and no information or contact details will be shared without your approval.

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BIOS - WHAT MAKES A GOOD CANDIDATE? DO I HAVE THE RIGHT SKILLS?

Interested but not sure if you are the right person for the programme? Check out the following bios of successful candidates from the 2017 cohort with a range of backgrounds including tech, business, product and domain expertise.



Product Manager with an early stage startup, recently graduated however had startup experience during placement year in the US & ready to make the leap



Big Data Engineer & heavily involved in the startup scene in NI



Enterprise Software Team with over 40 years' experience, goal is to spin out a company to provide employment locally to utilise the rich pool of skills available



Enterprise Architect keen to explore their own product ideas



Wealth Manager with significant industry experience and a product idea to provide an automated financial guidance, intelligent input and evidence - based practice



Junior Associate - Engineering & Law



Recent graduate in Architectural Design having spent time travelling after graduation, managing a cattle farm in Australia with one other person - that certainly shows resilience



CTO & experienced Co-Founder who loves building products and businesses from early stage



Business Development Director & Sustainable Design Engineer - an entrepreneur working in international markets over the past 7 years



Founder of an early stage FinTech Start-up in need of a team



Senior Engineer with experience in hardware engineering, product development, prototyping - passionate about building products that make a difference to people's lives



Pharmaceutical Sales Rep who graduated as a Pharmacist with a desire to be an entrepreneur. To create and drive a business concept and potentially disrupt the market



Software Engineer / Project Manager with a desire to build a product



Senior Consultant within Legal wanting to break the chains of industry and work on creative ideas



Software Developers wanting to build their own products



Mobile Developer/Digital Analyst who has already developed apps for Google Play Store and Apple App Store and keen to do more



Interface and User Experience Designer with experience working on multiple products and keen to develop their own product



Other candidates include a Postdoc Researcher from Queen's University Belfast, a university lecturer, recent MBA graduates, Founders with established products who need to bring a co-founder onto their business and 2 teams. **However, we are totally open to applications so if in doubt, please contact us**