

# MTL UpStarts

# IMPACT REPORT

Montreal's first entrepreneurship boot-camp for high school and CEGEP students

November 18-20, 2016 @ Notman House

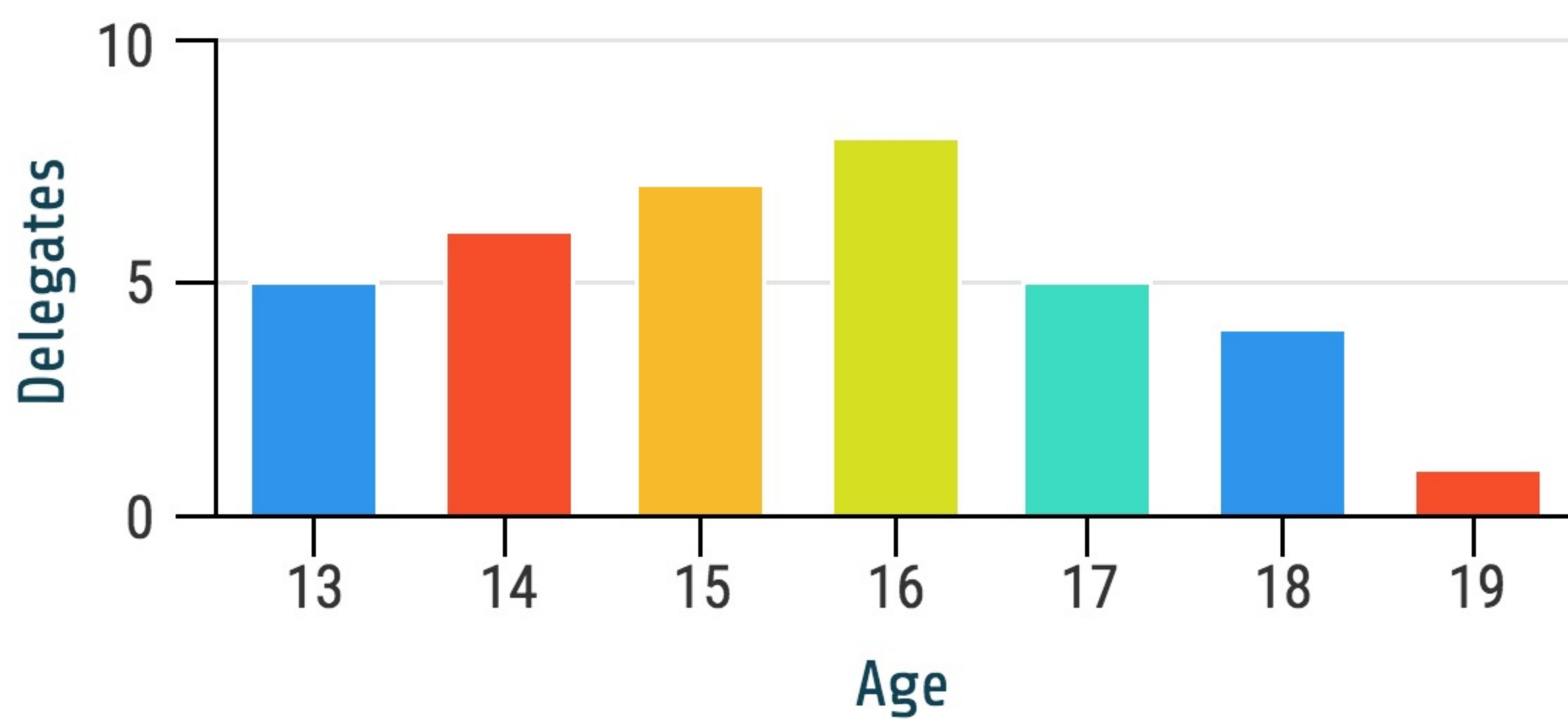
## Delegates Representation



16 schools

36 students

90% first experience with entrepreneurship



"I learned more in a weekend with UpStarts than I learned in a semester of school"

- Noah-Maxime Clarke, 16

"It was much more than just business to me; it was the whole process of transforming a simple idea into a realistic plan."

- Kenza El Ghomari, 15

54

hours of active learning

20

experts as coaches & panelists from:

IBM Google Deloitte.



## WHAT SETS US APART

### Core Competencies

#### FRIDAY

Design Thinking  
Value Discovery  
Team-building

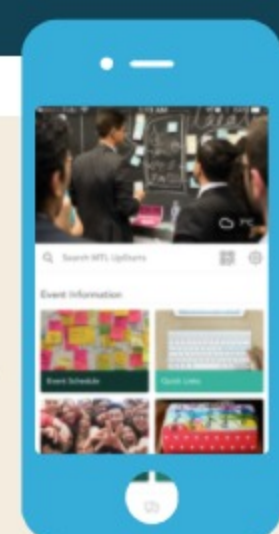
#### SATURDAY

User Validation;  
Marketing; Finance;  
Sales; Design; Product

#### SUNDAY

Business Canvas  
Pitching

"UpStarts was a jam-packed, inspiring, and enlightening experience!"



I ❤️ the conference mobile app!



MTL UpStarts was featured in The Dobson Chronicles



Introduction-to-coding workshop delivered by LighthouseLabs post-event



The winning team pitched their idea to Google Montreal



+7,000 people reached in 2 weeks  
1,500 views on Mannequin Challenge

## COMMUNITY PARTNERS



Learn more at [www.mtlupstarts.com](http://www.mtlupstarts.com)