

# Start for Good 2024

## Startup & Innovation Bootcamp & Competition

### PROGRAM OVERVIEW

*Start for Good* is an immersive startup bootcamp designed for ambitious students who want to learn how to turn their innovative ideas into impactful ventures. Hosted by Carnegie Mellon University in Qatar, in collaboration with the European Innovation Academy and QRDI Council, this immersive mentorship program brings together 99 students from around the globe to work on technology-driven solutions focusing on *high-impact, scalable business ideas* that can improve the lives of millions in emerging markets and beyond.

Over four intensive weeks, participants will form diverse teams, learn from world-class mentors, and use cutting-edge technologies to develop Minimum Viable Products (MVP) aligned with the United Nations Sustainable Development Goals (SDGs). The bootcamp culminates in a high-profile Demo Day, where the top 10 teams pitch their startups to a panel of investors, industry experts, and social entrepreneurs.

### KEY PROGRAM DETAILS:

#### Dates:

- **Online Program:** October 13 - November 6, 2024
  - Sun - Tue from 5 pm – 9 pm UTC +3
- **On-site Program in Doha:** November 8 - 9, 2024
  - Virtual participation is available for non-Qatari students

**Format:** Hybrid (Online + On-site, Synchronous & Asynchronous)

**Location:** Online + Carnegie Mellon University in Qatar, Doha

**Participants:** 99 students (33 teams)

- Each team consists of at least 1 student from Qatar and 1-2 international students.

**Program Language:** English

**Program Focus:** Using technologies to create sustainable solutions that address critical global challenges, especially those outlined in the United Nations Sustainable Development Goals (SDGs).

**Cost:** Fully free for selected participants.

## Why Join Start for Good?

### 1. **Transformative Learning Experience**

This program offers a unique blend of theory and practice, using a unique "learn by doing" approach. You will master leadership, entrepreneurship, and innovation skills in a fast-paced, risk-free, immersive environment designed to mimic real-world startup challenges.

### 2. **World-Class Mentorship**

Benefit from daily mentoring sessions led by successful entrepreneurs, industry experts, and investors. These sessions provide personalized feedback to help refine your ideas, validate your market fit, and develop an impactful, viable business model that can attract investment and support.

### 3. **Build a Global Network**

Meet and collaborate with like-minded peers from diverse backgrounds and regions. You will expand your professional network by connecting with global industry leaders, social entrepreneurs, and potential collaborators committed to impactful ventures.

### 4. **Cutting-Edge Technology Application**

Engage in hands-on, technology-driven learning to create an MVP that solves real-world problems and delivers measurable positive impacts.

### 5. **High-Impact Pitching and Demo Day**

The program culminates in a Demo Day, where the top 10 teams present their startups to a panel of investors, industry experts, and potential partners. This is a chance to gain visibility, receive critical feedback, and potentially secure funding or partnerships.

## What Will You Gain?

- **Leadership and Resource Management:** Learn to lead a team and manage resources effectively in dynamic and high-pressure environments.
- **Practical Business and Tech Skills:** Develop skills in customer discovery, product development, market validation, go-to-market strategies, financial readiness, and investment pitching.
- **Global Perspective and Teamwork:** Experience the power of diversity by working in multinational and interdisciplinary teams to create scalable solutions for pressing global challenges.
- **Networking Opportunities:** Build a network of peers, mentors, and industry experts that can help you throughout your entrepreneurial journey.
- **Ethical and Sustainable Innovation:** Focus on building solutions that are not only innovative but also ethically sound and sustainable.

- **Investment Readiness:** Learn to craft compelling pitches and investor roadmaps that attract funding and support for your startup.

### Program Structure:

- **Pre-Bootcamp Orientation (Online, October 13-19, 2024):**  
Introduction to entrepreneurship, team building, and high-level idea development. Participants will enhance their teamwork and refine their startup ideas through networking sessions and initial mentorship guidance.
- **Online Bootcamp (October 20 - November 6, 2024):**  
Focused on problem validation, product development, product-market fit, and go-to-market strategies. Participants will attend interactive lectures, mentoring sessions, and independent work sessions to refine their business ideas.
- **On-Site Bootcamp (November 8 - 9, 2024, Doha, Qatar):**  
This phase involves intensive in-person sessions on financial readiness, investment pitching, and final pitch preparation. Participants will receive hands-on mentoring and practice their pitches in preparation for Demo Day. For non-Qatari students, a robust virtual participation option is available to ensure full engagement.
- **Demo Day (November 9, 2024, Doha, Qatar):**  
The top 10 teams will present their final pitches to a panel of investors, industry experts, and social entrepreneurs. This event will be open to the public and provide an opportunity for participants to showcase their ideas and potentially secure funding.

### Who Can Apply?

- **Eligibility Criteria:**
  - Current university students with a strong interest in entrepreneurship and innovation.
  - Fluent in English (professional proficiency required).
  - Willing to fully engage in all program activities and work in multicultural teams.
- **Team Composition:**  
Each team must include at least one student from a university in Qatar and one to two international students from an emerging market or affiliated university. Team formation is a required part of the application process, and individual participation is not allowed.

## Application Process:

1. **Explore the Program:**  
Visit the "Start for Good" website to access the application form and EIA app to learn more about the program.
2. **Submit Your Application:**  
Complete the online application.
3. **Receive an Invitation to the Event App:**  
If selected, you will receive an invitation to join the EIA event app, where you can network with other participants, form a team, and prepare for the bootcamp.
4. **Network and Form a Team:**  
Use the event app's features to connect with other participants and form your team. Submit the Team Application Form once your team is finalized.
5. **Prepare for the Bootcamp:**  
Attend the online orientation session and start preparing with your team using the provided resources.

## Key Dates to Remember:

- **Application Closes:** September 29, 2024
- **Announcement of Selected Participants:** October 6, 2024
- **Pre-Program Orientation:** October 13-19, 2024
- **Online Program:** October 20 - November 5, 2024
- **On-site Program in Doha:** November 8-9, 2024 (Virtual participation available for non-Qatari students)
- **Startup EXPO & Final Pitch:** November 9, 2024

## FAQs:

1. **How much time will the program require?**  
The program requires a commitment of 64 hours over four weeks, including online and on-site sessions.
  - a. **Synchronous Sessions:**  
The online component consists of two weekly synchronous sessions, held every Sunday and Monday from **5:00 pm to 9:00 pm (UTC +3)**. These sessions will include:
    - i. **Live Lectures and Keynotes**
    - ii. **Interactive Mentoring Sessions**
    - iii. **Immersive Workshops**
  - b. **Independent Work:**  
Participants are expected to dedicate additional self-directed work time of

approximately **4 hours per week** outside these sessions to complete assigned tasks.

c. **Team Collaboration:**

Teams will independently coordinate meetings to discuss their projects, develop business models, and prepare pitches. Teamwork will take approximately **2-4 hours per week**.

2. **Is there a cost to participate?**

The program is fully free for selected participants.

3. **What is the selection process?**

Selection is based on your motivation, English proficiency, and, if applicable, the impact of your startup idea. Participants must form a team to join; individual participation is not allowed.

4. **How do I form a team?**

Once selected, use the event app to network with other participants and form teams. Each team must have at least one Qatari student and 1-2 international students.

**Get Ready to Start for Good!**

Don't miss this opportunity to learn, innovate, and make a difference. Apply now and join a global network of future leaders committed to driving positive change through entrepreneurship and innovation.