

# Scan To Win A East Coast Goodie Box!



**MASHUP LAB**  
UNLEASH RURAL POTENTIAL

# Unleash Rural Potential.



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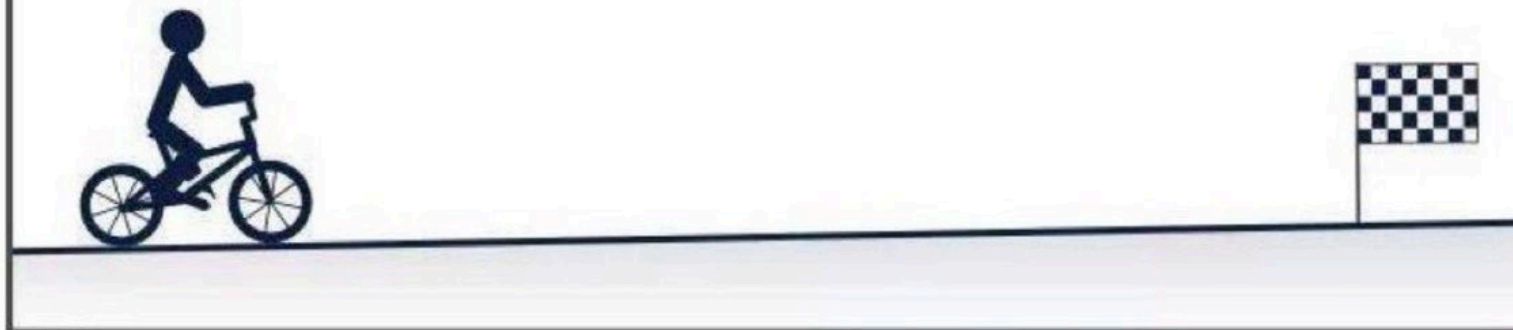


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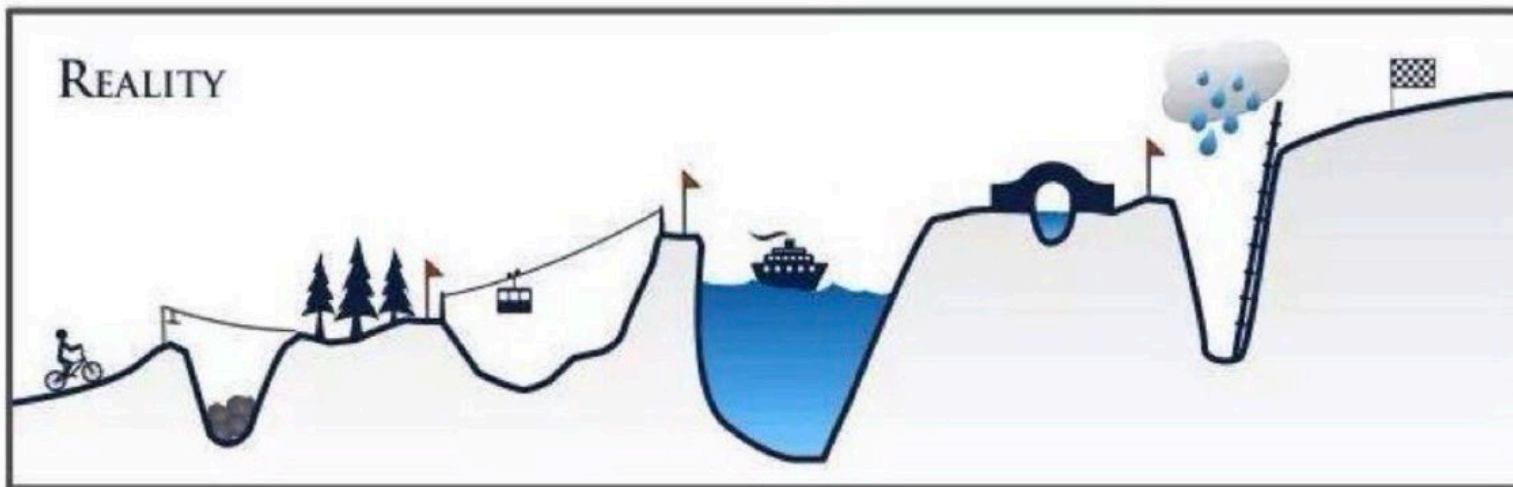


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## YOUR PLAN



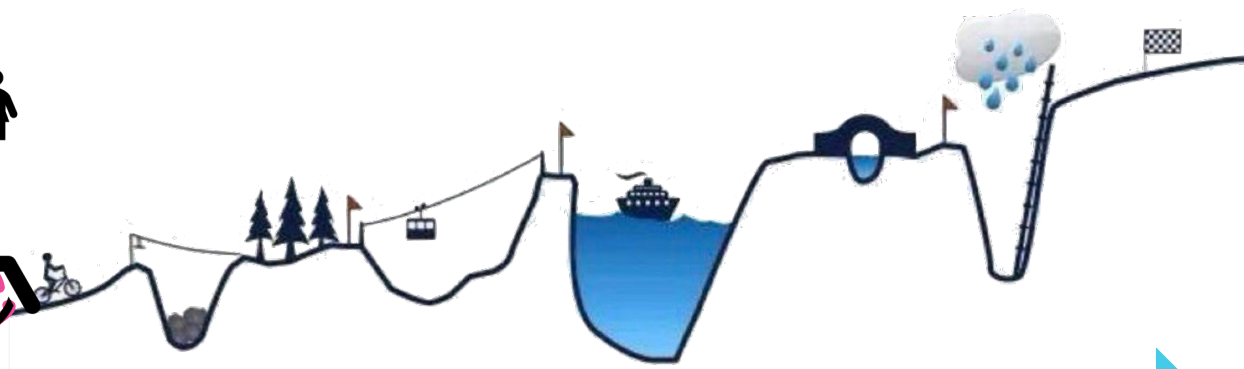
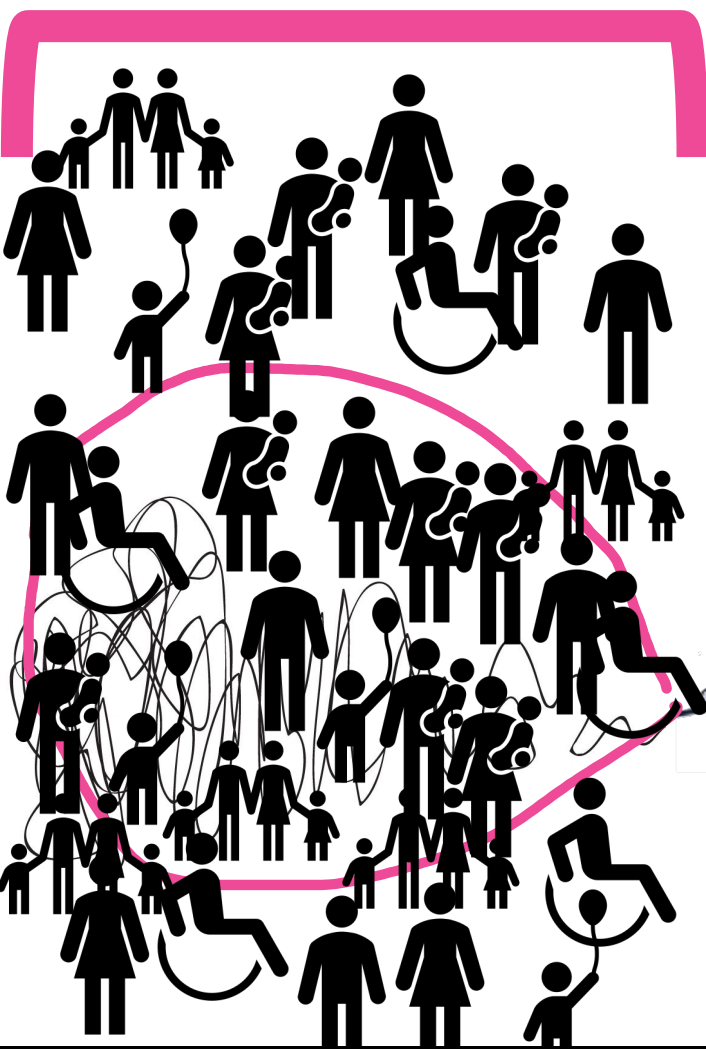
## REALITY



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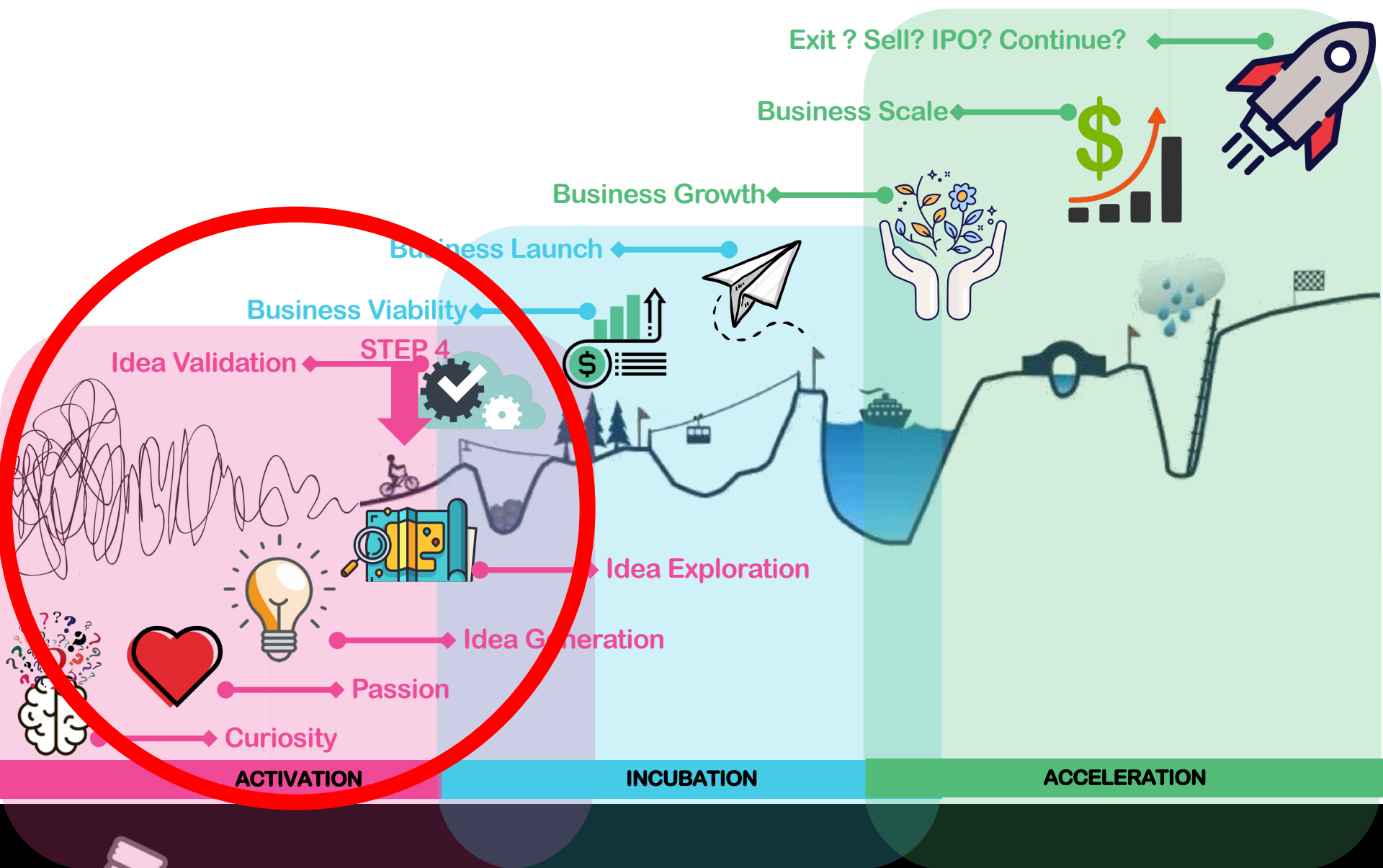
# HUGE POOL!



Entrepreneurial Eco-system



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THE AWESOME  
FOUNDATION  
SOUTH SHORE

#WORK  
EVOLVED

THE RURAL  
CO-WORKING COMMUNITY



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# Virtual Business Incubator



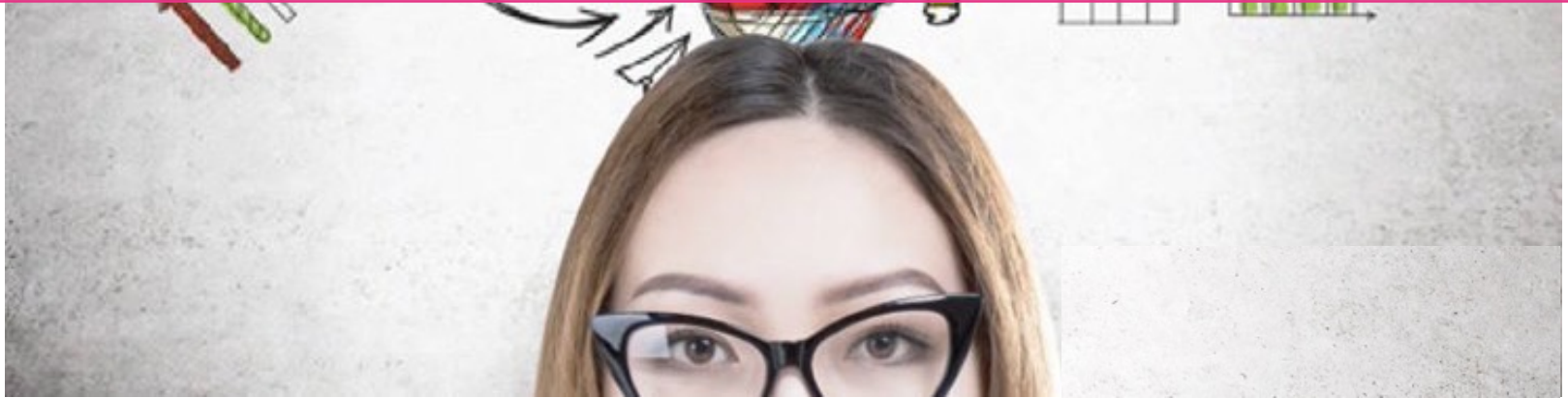
## One Simple Focus:

Activate untapped entrepreneurial talent “sitting on the sidelines” in rural places.

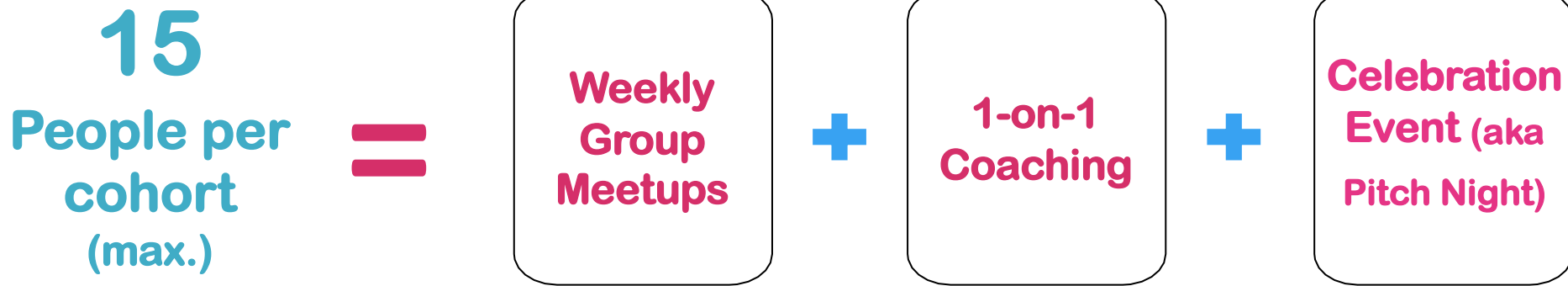


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# Virtual Business Incubator



## Delivered 100% Online over 6-weeks



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# In the last 36-months...

800+



Applications  
received from  
people looking for  
support

500+



Entrepreneurs  
graduated from  
our Virtual Dream  
Business Program

400+



New Active and  
Growing Business  
in Rural Areas

300+



Communities  
reached in Rural  
Canada & US



**MASHUP LAB**

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80%+



85%  
(50%+)

~40%+



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Accessible?  
Approachable?



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# Meet Mary

(sort of)



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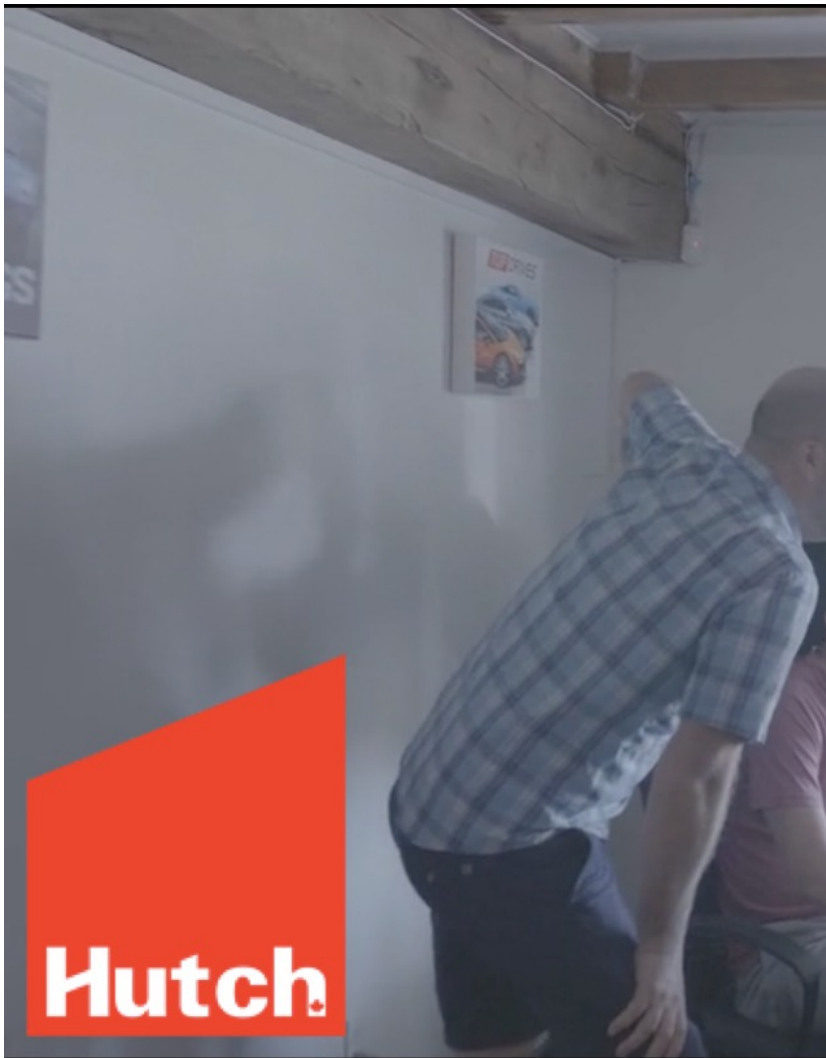
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## MTG acquires mobile racing game studio Hutch Games for up to \$375 million

Romain Dillet @romaindillet / 12:36 PM AST • December 9, 2020

[Comment](#)



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# THANK YOU!

Scan To Enter The Draw!  
(\$250 value)



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**Let's Unleash Rural  
Potential Together!**  
**Dream Business Program**

# Our Vision for Rural Communities



At Mashup Lab, we simply believe that, despite our best efforts and intentions, there is untapped entrepreneurial potential sitting on the sidelines in **EVERY** rural community.



**Our Mashup Lab Virtual Business Incubator program, better known as our Dream Business Program, has a simple mission.**



**Activate that untapped entrepreneurial talent, getting folks “off the sidelines” to transform great ideas into great businesses from rural places.**

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# What We Do

**Through this 100% virtual, hands-on process, we work with a group of 15 people (ideally), helping them understand the foundational underpinnings of their business model, the next steps required to validate their business idea's viability, and supporting them along the way!**



## **Boost Local Prosperity**

**This cohort-based model and ongoing community engagement spark collaboration and support among participants, generating a ripple effect of economic growth that will enrich the entire region.**



## **Leverage Seasoned Mentors**

**Our network of experienced entrepreneurs and program alumni are invaluable mentors to those going through the Dream Business program. Their guidance will equip participants with practical skills, enabling them to overcome challenges and flourish.**



## **Drive Business Growth**

**Our hands-on process will teach participants the foundational principles of building robust business models. This knowledge empowers them to create sustainable, thriving ventures contributing to the local economy.**



## **Personalized Coaching Support**

**Participants get access to unlimited 1-on-1 coaching, providing participants with personalized attention allowing them to address specific issues while building their businesses. This level of support significantly increases their likelihood of success.**



# Program Results



**800+ applications recieved from people looking for support**



**500+ entrepreneurs graduated from our virtual Dream Business Program**



**400+ new active and growing businesses in rural areas**



**300+ communities reached in rural North America**





# Program Structure

ACTIVATING  
UNTAPPED  
POTENTIAL



FIGURING OUT  
THE BUSINESS  
MODEL



VALIDATING  
KEY  
ASSUMPTIONS



TESTING  
VIABILITY &  
MARKET

## Program Overview

### Week 1



Lay the foundation of your business model focused on the problem you are actually solving

### Week 2



Continue with your business model to understand “gaps” in your plan and start goal-setting

### Week 3



Identifying your “riskiest” assumptions in your model and begin telling your story

### Week 4



First customers and how to find them, testing ideas using minimal viable experiments

### Week 5



Telling your story: from a one-liner to a pitch, ensuring clarity in your communication

### Week 6



Revisit/revise goals, develop action plans, and prepare for the 90-day sprint



# Program Outcomes

What do entrepreneurs learn during our program?

## WEEK 1

- Introduction to the 6-week program and expectations
- Meet your cohort and begin networking with your peers in smaller groups
- Start to capture your business model using the Business Model Canvas
- Get clear on the problem you are solving in the marketplace

## WEEK 2

- Utilizing the Business Model Canvas to assess business viability
- Identifying and addressing gaps in the business model needing refinement
- Categorizing business goals into five main areas, then into actionable tasks
- Using the 30-60-90-day framework for goal organization and prioritization

## WEEK 3

- Defining and articulating core business model elements
- Start to developing customer personas/avatars
- Identifying critical assumptions for business model viability
- Introduction to the concept of the "one-liner" for your storytelling

## WEEK 4

- Identifying early adopters and their motivations and pain points
- Understanding Customer Discovery and Unique Value Proposition
- Crafting effective interview questions
- Explore Minimum Viable Testing (MVT) and turn results into actionable steps

## WEEK 5

- Elements of a compelling pitch
- Creating a three-minute pitch
- Crafting a concise "one-liner" for your business
- Practice with your peers and refine as needed

## WEEK 6

- Revisit and revise goals based on the learnings of the past 6 weeks
- Develop tactics based on the revised goals developed above for your launch
- Developing an Action Sprint plan for the next 90 days
- Refine using 30, 60 and 90-day milestones



# Additional Impact



## Courage & Confidence

Participants gain a significant boost in courage and confidence, regardless of whether they apply it to their current or future ideas.



## Clarity & Focus

The program's primary goal is not traditional business education but instead helping entrepreneurs determine the potential of their ideas, naturally addressing various business aspects along the way.



## Peer-to-Peer Mentorship

The cohort experience and peer learning with 14 fellow entrepreneurs often have a more substantial impact than curriculum-based training.



## Networks & Relationships

Participants build lasting connections with cohort members, program participants, alumni, and local community supporters, forming a vital support system for their entrepreneurial journey.



# What Do We Need From Our Partners (YOU!)

## Your Local Insights & Knowledge

Mashup Lab's 10+ years of expertise has been focused solely on mobilizing untapped entrepreneurial talent in rural areas.

Approximately 70% of the budget is dedicated to Mashup Lab's pre-program efforts, showcasing our commitment to intentional planning and working with you for successful outcomes.



**We know the things that work, but...  
YOU know your community and  
what things might work BEST!**

## Collaborative Community Engagement

Local partners and community organizations play a crucial role in enhancing program effectiveness.

While Mashup Lab brings proven strategies, your relationships in the community are invaluable. We seek your commitment, support, and engagement to optimize the Dream Business cohort's success.



# FAQs

## **Who is responsible for getting applications?**

The Mashup Lab team primarily handles outreach and application collection, supported by local partners who can share marketing materials via their networks, email lists, and social media.

## **What happens after the six weeks of the VBI?**

Participants aim to establish local contacts and support. They also gain access to the Mashup Lab Community for at least a year, offering ongoing entrepreneurial resources.

## **What is required of the partner joining this opportunity?**

Partners are responsible for logo files, suggesting local partners, promoting the program within their networks, suggesting guest speakers, and potentially covering printing or advertising costs.

## **How many Dream Business cohorts can Mashup Lab run?**

Mashup Lab can run up to 15 cohorts concurrently five times a year, supporting 1,125 entrepreneurs annually. Additional capacity can be added with three months' notice to meet demand.



# FAQs

**How do the Dream Business participants connect with other local entrepreneurial supports in their community?**

**The program features guest speakers from the community to foster connections with local entrepreneurial support. Post-program, participants receive contact information for local support organizations. Some additional elements we do throughout the process to help:**

- We obtain permission to share participants' names and contact details with funding organizations during the application process.**
- After the six-week program, we invite local community partners to our end-of-program celebration night.**
- In post-program communication, we connect entrepreneurs with contact information for local entrepreneurial support organizations, including specific individuals where possible.**



# Stay in Touch!



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