

WELCOME TO



TWIN CITIES STARTUP WEEK

If you're here you've taken a big step into being the future change makers and leaders of Minnesota. Below is everything you need to know about us any other details you may be wondering about!

This document has all the information that you should keep in mind during the week, please read it thoroughly to make sure you understand what you need to do for the event to make your experience a great one.

WEEK OVERVIEW:

Twin Cities Startup Week is a weeklong set of events during the week of Oct 9th through the 15th designed to highlight the incredible and growing entrepreneur community in the Midwest. Startup Week Student is the track of TCSW designed to empower aspiring student entrepreneurs to take their business acumen. The team at Generation.MN (which is hosting TCSWS) believes in empowering student entrepreneurs to do big things in big ways. We are a team run by students, with students, for students.

The week is designed to prepare a student for [Startup Weekend](#) which occurs the weekend of Startup Week. Startup Weekend is 54 hour long crash course that is designed to help student entrepreneurs design their startups from the ground up. The events during the week are tailored to give students a head start on the Startup Weekend experience.

Since the week is designed to flow into Startup Weekend it is highly encouraged you attend as many events as possible to get the full experience. All meals and materials will be provided for you so all you need to bring is your hungry mind.

WHAT TO BRING

- Laptop
- Something to take notes on
- Water bottle
- Your Registration
- An Identification Card
- Lots of energy

DRESS CODE

Keep it **casual** and keep it comfortable, you will be working for large chunks of time and your comfort is more important than dressing up. That being said don't show up in pajamas, you will be meeting a lot of business professionals in the Twin Cities. Be thoughtful of what you wear.

If you think you will end up stressing the day of the event about what to wear, feel free to contact us.

LINKEDIN PROFILE

If you don't have one already, you may want to consider signing up for a LinkedIn profile. This will allow you to connect with your mentors and judges. LinkedIn is a business and employment-oriented social networking service.

You can sign up for a profile here: <https://www.linkedin.com/>

Here is an example of a LinkedIn profile: [linkedin.com/in/bpulgam](https://www.linkedin.com/in/bpulgam)

Feel free to reach out if you need help building your profile.

EVENT LOCATIONS + TRANSPORTATION

All our venues were chosen to be within one block of a Metro Transit Light Rail station. If you are planning to drive our venues have parking available within close vicinity. If you plan on taking public transit you will find yourself dropped at the location or within a block of the nearest Light Rail station.

Need help planning your trip? Metro Transit offers a trip planning service online which you can access here. Input your from and to address and Metro Transit will give you the best transit directions available.

Trip planner can be found here: <https://www.metrotransit.org/imap/map.aspx>

Planning on using ridesharing? Use the code **TCSWWELCOME** for \$5 off your Lyft ride to and from.

ORGANIZER CONTACT INFO:

If you have any problems or have any questions during or before the event, feel free to reach out via phone or email with any questions, concerns or comments you may have.

Name	Position	Phone Number	Email	Handle
Bharat Pulgam	<i>Lead</i>	612.308.4941	bharat@generation.mn	@bpulgam
Sam Lerdahl	<i>Logistics</i>	651.338.4668	sam@generation.mn	@swlerdahl
Josh Chang	<i>Operations</i>	763.259.8071	josh@generation.mn	@joshchang52
Meghan Sharkus	<i>Partnerships</i>	608.438.7189	meghan@generation.mn	@meghansharkus

EVENT DETAILS

NIGHT AT THE MALL | 10.10

Event Link: tcswy17-nightatthemall.eventbrite.com

EVENT DESCRIPTION:

You don't have to have a degree to start making moves. Join us to kick start the rest of your life as the entrepreneur you've wanted to be. At our free event, Night at the Mall, you'll find your people. People who are motivated. People who think at higher levels. People who want to change the world. It's easier when you're not alone, so take two seconds to sign up. What's your excuse?

SPEAKER BIO / PRESTON PALMER

While working on his private pilot license at the young age of fourteen, Preston Palmer started a business to earn the income that paid for his flight training: a computer services firm. He continued his studies at the University of Minnesota's Carlson School of Management and then at the University of St. Thomas in St. Paul. In 2004, he left college early, despite significant scholarships, to follow his entrepreneurial spirit.

Preston began investing in real estate, and became an avid traveler. Between 2001 and 2005 he traveled to 22 different third world countries to pursue his passion for photography. Soon he started Brovado Media INC., a photography, marketing, and media firm that specializes in Minnesota Wedding Photography. Prior to forming Brovado Media INC in 2006, Preston had created a real estate net worth of over \$2,700,000 by the age of 25.

Mr. Palmer now owns and operates a number of successful businesses in addition to Brovado Media INC, and flies his own airplanes around the country: To conduct various seminars and photo shoots; to offer personalized training in financial management, real estate investment, business ownership, property management, team leadership, and personal development; and also, to consult with and advise other entrepreneurs and CEO's. He speaks at various universities, high schools and colleges throughout the year, inspiring young minds. Each year during the winter, Preston spends 5 months on the beautiful island of Maui as he continues to grow his businesses as well as those around him. His passion is to teach other people. He knows that YOU can have everything you've ever dreamed.

Schedule:	Location:
5:15 PM - 5:30 PM Check-In 5:30 PM - 5:45 PM Welcome 5:45 PM - 6:45 PM Speaker 6:45 PM - 7:00 PM Dinner 7:00 PM - 7:45 What's your Passion? 7:45 PM - 8:00 PM Closing + Wrap-Up	Mall of America Boundary Waters Suite 60 East Broadway Bloomington, MN 55425 Directions to Boundary Water Suite

WRITTEN DIRECTIONS TO THE BOUNDARY WATER SUITE:

Take the east elevators up to Level 4. Proceed straight down the hall towards the large main elevators then turn right down the hall, past Sky Deck and the House of Comedy. At the end of the hall you may see an “Emergency Exit” sign, but disregard. On your left you will see well-lit wooden doors above there will be a “Mall of America Executive Center” sign, you have arrived to your destination.

Startup Week Volunteers will be there to check you in once you arrive.

BETA.MN | 10.10

Event Link: bit.do/betamn1010

EVENT DESCRIPTION:

We believe that good things happen when people collide (metaphorically, of course). Beta.MN connects entrepreneurs with resources, like future users, investors, employees and advisers. We do that by hosting informal events where people have interesting conversations in comfortable settings. Between events we serve as a support system for our alumni, and future, featured startups.

Schedule:	Location:
5:30 PM – 8:00 PM	Target Commons 1011 Nicollet Mall Minneapolis, MN 55403

Free Student Tickets @ goo.gl/forms/nvXuNzmyb6KkaNyb2

MEET THE FOUNDERS | 10.11

Event Link: tcswy17-meetthefounders.eventbrite.com

EVENT DESCRIPTION:

As a student entrepreneur, it’s intimidating to break from your monotonous school focused agenda. Come meet those who have said “Challenge Accepted”. At this one of a kind event, you’ll get the opportunity to pick the brains of Minneapolis’s premier young entrepreneurs and hear inspiring stories full of success and failure.

SPEAKERS

- Bizzy Coffee | CEO | **Alex French**
- Izzy’s Ice-Cream | Founders | **Jeff & Laura**

- Hydra FPV | CEO | **Marty Wetherall**
- Hippy Feet | Business Development | **Andrew McDonough**
- Protégé Medical | CEO | **Susan Wuollett**

Schedule:	Location:
5:00 PM - 5:15 PM Check-In 5:15 PM - 5:30 PM Introduction 5:30 PM - 5:45 PM Speaker 5:45 PM - 6:00 PM Panel Intro 6:00PM - 7:15PM Panel Discussion 7:15 - 7:45 Dinner + Networking 7:45 - 8:00 Closing + Wrap-Up	James J. Hill Center 80 W 4th St, St Paul, MN 55102

WRITTEN DIRECTIONS TO THE JAMES J HILL CENTER:

The James J. Hill Center are located on the corner of West 4th and Market Street directly across Rice Park from the Landmark Center. The entrance to the James J. Hill Center is located up the grand staircase on the left of the building as you come from the park. Our wheelchair accessible entrance is located in the rear of the building off Kellogg Boulevard.

There is street parking around Rice Park and on Kellogg — use the Passport Parking app (ppprk.com) to keep track of your meter or extend time remotely. There are also many parking ramps located nearby. If you have a question please email us at customer service or call [651-265-5500](tel:651-265-5500) and we will be happy to help.

Startup Week Volunteers will be there to check you in once you arrive.

ENTREPRENEURSHIP 101 | 10.12

Event Link: tcswy17-entrepreneurship101.eventbrite.com

EVENT DESCRIPTION:

Entrepreneurship 101 is an event designed to prepare participants for the startup weekend ahead. The two-hour event will provide a brief yet robust introduction to the entrepreneurial process. Topics covered will include brainstorming, marketing, business model development, and more. The event will involve teams forming business ideas, followed by an activity in which groups of participants will quickly develop the backbone of a simulated company.

Schedule:	Location:
5:45 PM - 6:00 PM CHECK-IN 6:00 PM - 6:10 PM INTRODUCTION 6:10 PM - 6:20 PM PICK AND PITCH 6:20 PM - 6:50 PM BMC + VPC SESSIONS 6:50 PM - 7:25 PM DINNER + WORKTME 7:25 PM - 7:55 PM PITCH 7:55 - 8:00PM CLOSING	WeWork @ Capella Tower 225 South 6th St, Floor #39, Minneapolis, MN 55402

WRITTEN DIRECTIONS TO THE WE WORK:

Enter through the doors which face 2nd Ave s and South 6th St. Once you are there take the escalators up one floor to the elevator banks. Regardless of which door you end up entering through be sure to get to the security desk by the elevators on the second floor. You will find a WeWork sign with a check in tablet that will be tied to your license so be sure to bring a valid ID. Once you check in with the guard your all set! Navigate to the elevator banks and take the elevators to floor #39.

Startup Week Volunteers will be there to check you in once you arrive.

STARTUP WEEKEND STUDENT | 10.13 TO 10.15

Event Link: tcswy17-startupweekend.eventbrite.com

EVENT DESCRIPTION:

Techstars [Startup Weekend](#) is a 54-hour program from Friday night to Sunday morning that brings together experts from different domains to do amazing things. With the help of community organizers, **Techstars** has held 2000+ Startup Weekends in 135+ countries around the world.

EVENT FACILITATION:

Startup Weekend will be facilitated by Joey Arora, a 27-time veteran of Startup Weekend, he's facilitated events across the world. He currently works as the Director of Community Development for Air Force Innovation at United States Air Force.

“I believe that entrepreneurship is the way to make the world a better place for people. Creating access to capital and jobs drives our economy. Enabling people who foster innovation and change is critical to our success as a society. I had the opportunity to lead both large and small teams in day-to-day operations as well as critical mission based objectives. We have built teams to address the execution and planning of over \$1.2 billion dollars of construction, crafted a sense of community within our flight (126 people).”

To learn more about the man himself, visit his profile here: <https://www.linkedin.com/in/josepharora/>

EVENT SCHEDULE

FRIDAY NIGHT

THE PITCH

This is not required, but since you have the shot, why not take it.

Pitches on Friday night will be in a "pitch-fire" format, which means you will have just 60 seconds to get the audience interested in your idea. You will have no slides or props -just your voice. You won't have time to go over features, so just focus on the core of the idea and make your enthusiasm contagious. Here is the format for pitches that we recommend:

- Who are you and what is your background?
 - (5-10 Seconds)
- What is the problem that your product is solving? Or, begin with a story
 - (10-20 Seconds)
- Explain the product and how it solves the problem
 - (10-20 seconds)
- Who do you need on your team (a developer, marketing, designer?)
 - (5-10 seconds)
- Finally, make up (yes you can just make it up) a name for your startup

VOTING & FORMING TEAMS

After pitches, you will have more time to mingle. If you pitched an idea, this is your time to start recruiting others that may be interested in your idea. If you did not pitch, or if you are having trouble finding others to join your team, use this time to seek out those that pitched other ideas that you found interesting.

Next, the crowd votes on their favorite pitches. This is simply a way to encourage quick team forming.

From there we will form teams and these are the startup ideas that will be worked on over the weekend.

SATURDAY AND SUNDAY

You will spend the remainder of the weekend developing your concept into an MVP or Minimum Viable Product. Your goal isn't to have a finished prototype but rather to showcase the possibilities and opportunity your idea will bring to your target audience.

Don't worry, though, you won't have to do this alone. Mentors specializing in different areas of business development will be present throughout the weekend.

Sunday night you will pitch to business professionals from across the metro area. All of them are friendly but will evaluate your business and your team critically, be sure to practice beforehand to ensure you ace the pitch.

Awards will include support and services from our partners. This includes web development, consultation time, legal services etc.

STARTUP WEEKEND EVENT LOGISTICS

THINGS TO KEEP IN MIND

The Carlson School of Management has graciously offered us their entire building to use for this event. As a result, they trust we will be responsible and hold ourselves to a high standard during this event.

We ask you to maintain a high level of cleanliness and carry yourself like the entrepreneurs we believe you are. This space is one we need to respect if we want to be able to use it in the future.

On that same note, **DO NOT** leave the building without informing a member of the organizing team where you are going and when you will be back.

We are responsible for your decisions during the event and want to make sure you are safe.

FOOD

We will provide seven meals during the course of the weekend.

Friday Dinner	Noodles and Co
Saturday Breakfast	Bagels, Coffee and Fruit
Saturday Lunch	Chipotle
Saturday Dinner	Papa John's Pizza
Sunday Breakfast	Bagels, Coffee and Fruit
Sunday Lunch	Jimmy John's
Dinner	Pizza Luce

Snacks will be available during the weekend as well so don't worry, you will be well fed. We've taken note of your dietary restrictions and have kept them in mind as we order food.

THE SPACE

Hanson Hall is the undergraduate building connected with the Carlson School of Management. Although we have both sides reserved for the event we ask you to stay in the Hanson Hall Building.

Our Facilitator will provide more information on working space and structure the Friday of the event. **Outer doors** are **not** to be propped open for security reasons. If you need to go out, you must let us know. Doors will lock if you leave the building. If you find yourself locked out, give us a call and we will let you in. We need to keep track of who enters and leaves the building for the safety of you and your belongings.

TRANSPORTATION AND LODGING

You will be responsible for organizing transportation to and from the event.

We **do not** provide housing, or lodging during the weekend. If you are traveling from out of state or from a distance please keep this in mind.

DEMO DAY ATTENDEES // SUNDAY NIGHT

If you have guests planning on attending the demo day pitches Sunday Night, have them register for a slot to attend on our registration page at (it's free):

tcswy17-startupweekend.eventbrite.com

We need to keep an accurate count of who is attending the event, as a result please make sure anyone attending has registered on Eventbrite under the ticket "Demo Day."

SOCIAL MEDIA

Facebook: <https://www.facebook.com/generation.mn/>

Instagram: <https://www.instagram.com/generation.mn/>

Twitter: <https://twitter.com/generationmn>

Website: <https://generation.mn>

