delta v is the capstone entrepreneurship experience for MIT students
Achieve Escape Velocity!
What is delta v?

delta v is MIT’s cohort-based summer startup accelerator
What is delta v?

delta v is MIT’s cohort-based summer startup accelerator
Benefits

- Receive intensive and customized coaching
- Develop your entrepreneurial skill set
- Broaden your professional network
- Learn from peers and build a lasting community
- Earn a little bit of money (more on this later)
- Get exposure at Demo Day
- Make progress within a safe environment
delta v Teams Have Raised Over $1B
Participants Go On to Found Other Companies at a Prolific Rate:

130 Additional Companies

$2B Additional Funding
Thank you delta v...
delta v in NYC

- Unique **startup landscape**
  - Best place to be for FinTech, Real Estate Tech, Fashion Tech, Creative Arts, Ad Tech, Media
- Robust **corporate ecosystem**
  - Home to more Fortune 500 companies than any other U.S. city
- Support of **MIT alumni** (10,000+)
- Second largest **VC market** in the US
Program Outline

June

Customer Focus
# Program Outline

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SEPTEMBER CAMBRIDGE DEMO DAY!
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**SEPTEMBER CAMBRIDGE DEMO DAY!**

**OCTOBER INVESTOR DAYS IN NYC AND SF**
Program Outline

June
Customer Focus

July
Product Focus

August
Company Focus + Pitch Readiness

Sep/Oct
Optional Fundraising Extension

SEPTEMBER CAMBRIDGE DEMO DAY!

OCTOBER INVESTOR DAYS IN NYC AND SF
Typical Week in delta v

Monday  Goal Setting Meeting
Tuesday  EIR Office Hours, Social Activity
Wednesday EIR Office Hours, Guest Speaker
Thursday Guest Office Hours, Weekly Wins
Friday  No Programming
  + Monthly Board Meetings
  + Lots of Demo Day Prep in Late August

Meeting you where you are... Every week!
Program Components
Week 1: E-ship Development Accelerator

Question all of your assumptions and plan for the summer ahead!

- Comprehensive Disciplined E-ship curriculum
- Simulation labs with mentors
- Networking with global senior executives
Guest Speakers & Workshops

Hear stories and learn skills from current founders and delta v alumni, plus additional 1:1 support via office hours.

Example Workshops:

- PMR
- Sales Tactics
- Team Building
- Fundraising
- Board Management
- Hiring
Mock Board Meetings

Learn to communicate progress & milestones succinctly and effectively with experienced mentors

- 7-10 curated experts from relevant startups, industry, and faculty
- 1x board meeting per month focused on specific topic
- Evaluated based on monthly rubric
## June 28/29, 2023 – delta v Board Meeting #1 Evaluation Criteria – Theme: Customer

<table>
<thead>
<tr>
<th>Venture introduction</th>
<th>Segmentation</th>
<th>Beachhead Market</th>
<th>Personas</th>
<th>Full life cycle use case</th>
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<td>Crisp introduction about the team’s venture, and why this is important and exciting</td>
<td>Logical segmentation of the market, supported by data from primary and secondary market research</td>
<td>Logical choice of initial beachhead market with a reasonable TAM, supported by primary and secondary market research &amp; hypothesis testing</td>
<td>Deep understanding of buyer &amp; user personas (end users, economic buyer, champions, influencers, veto powers). Good understanding of buying process.</td>
<td>Initial understanding of life cycle use case, customer journey map including how persona finds out about your product/solution, acquires it, uses it, gets value from it, and then re-uses it + tells others.</td>
</tr>
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| v-, v, v+ | v-, v, v+ | v-, v, v+ | v-, v, v+ | v-, v, v+ |

### Proposed Solution
Well thought out high level solution description (i.e., brochure) that solves the problems presented. Clear Notes:

<table>
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<th>Initial Value Proposition</th>
<th>Use of funds</th>
<th>Team process</th>
<th>Overall</th>
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<td>Compelling value proposition and customer benefits hypothesis</td>
<td>Clear communications of next steps and use of funds until the next board meeting. Notes:</td>
<td>Demonstrate effective team process. Clearly defined roles &amp; responsibilities with well-understood org chart. Good team dynamics. Notes:</td>
<td>The team managed the board meeting effectively from a communications, Q&amp;A and time management standpoint. Notes:</td>
</tr>
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| v-, v, v+ | v-, v, v+ | v-, v, v+ | v-, v, v+ |

### Overall Score (0-100) – meeting the customer theme ($ allotment 7K)

*** Using the v-, v, v+ in each 10 categories is recommended to help guide the private board discussion after the team’s presentation***

*Overall score should be based on all 10 rubric criterion*
Social & Cohort Building

We invest in building the cohort by hosting social outings and events and we expect you to do the same throughout the summer.

Example Events:

- Boston Harbor Cruise
- Board Member BBQ
- Charles River Kayaking
- Cohort Dinners
- Mystery Nights
- And more...
Cambridge Demo Day

The best day of the year at the Trust Center! Demo Day is your opportunity to present your work to an audience of 1000s.

Audience Includes:

- Investors
- Potential Hires
- Press
- Students
- Faculty
- And more!
Optional Fundraising Extension

Spend September and October preparing part-time, remotely for the fundraising process.

Benefits:

- Weekly fundraising-focused programming
- Mock investor meetings
- Pitch to investors at Demo Days in NY and SF

Topics:

- Funding sources and valuation
- Amount to raise, milestones, and data room
- Finding investors and the process with them
Additional Program Components

- Leadership Circles
- Booms and Busts
- Pitch Practice
Trust Center Funding
Program Funding

**Individuals**
MIT students listed on the application are eligible for a fellowship of $2,500/month for 3 months ($7,500)

**Team**
Each team is eligible to earn up to $20,000 equity-free for their startup

Don’t apply for the money. Apply to get coaching and customized content!
Key Agreement

Full-Time. In-Person.
No Double Dipping!

Delta v is a full-time in-person commitment to the program and your startup for the summer.

You can **not** enroll in a second accelerator program at the same time.

*MIT Sandbox, Legatum, and other MIT grants are accepted and encouraged!*

You dipped the chip... you took a bite... and you dipped again.
ATTENTION: International Students

For international students graduating before the end of delta v:

- You need to secure F-1 post-completion Optional Practical Training (OPT) authorization *BEFORE* being able to participate since you will no longer be an enrolled student
- OPT applications open in March. If you require OPT we will be requiring your I-20 form updated as proof that you have applied for it with your delta v application
- In the application for delta v we **must have** a copy of your I-20 form with requested OPT start date
- Your OPT start date **MUST** be before delta v begins (June 3)
- You cannot participate if your OPT start date is after the beginning of delta v - no exceptions!
- Even if you have the correct start date in the I-20 form, we can’t pay the fellowship until you have the EAD card in hand (Employment Authorization Document) from USCIS

Do not hesitate to contact your MIT ISO advisor if you have questions! Or deltavstaff@mit.edu!
Who Should Apply

● **2-5 co-founding team members.** No solo-founders!
● Team must have **at least one student enrolled** in an MIT degree program
  ○ Postdocs are also welcome!
● Team is **already working** on the venture and has **demonstrated traction**
● Team intends to work on the venture **full-time after delta v**
● Team is **hungry** and **ready to work hard** over the summer!
Selection Criteria

1. Team
2. Traction
3. Ecosystem Engagement
4. Commitment Beyond delta v
5. Commitment to Cohort
Application Process

Applications Open February 26
- 1 Minute Video
- Team Information
- Idea Overview

Applications Close March 24th

Teams Notified by April 15th

Apply Online: orbit.mit.edu
Key Dates

February 26  Applications Open
March 24  Applications Close
April 15  Notifications Sent
June 3  Program Starts
September 6  Demo Day (Planned Date)
Applications Close March 24th!

Apply Online: orbit.mit.edu
We can’t wait to review your applications!
MIT delta v
MIT's Premier Startup Accelerator

Applications Open February 26
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Questions? deltavstaff@mit.edu