The Catalyst
KU’s student business accelerator

Innovation Station Layout - The Catalyst at the BTBC

To apply please visit kucatalyst.org
or contact Wally Meyer at wmeyerjr@ku.edu

A joint venture of the KU School of Business and the Bioscience and Technology Business Center

cat · a · lyst noun \'ka-ə-ləst\ an agent that provokes or speeds significant change or action

Mission:
Provide the resources to achieve entrepreneurial change for students at the University of Kansas
Accelerate Your Entrepreneurial Success at The Catalyst

The Catalyst Provides Resource Access Critical to Startup Launch Success

**Office Space** - flexible space in a high-tech, innovative environment at the BTBC and the new KU School of Business

**Mentoring** - access to seasoned entrepreneurs and domain experts to guide and coach teams teams

**Education** - teams will be immersed in the Lean LaunchPad approach, utilized at leading edge institutions

**Prototyping** - rapid product/service prototyping using the MVP approach

**Access to Capital** - connecting teams to funding via grant opportunities, angels and business plan competitions

The Catalyst is Open to All Students at KU

**Candidates must have:**
- An existing business plan
- Customer validation of concept
- Demonstration of commitment
  - Evidence of passion & tenacity
  - Dedicated team
- Financial investment (personal capital contribution)

*The KU Center for Entrepreneurship can assist you in meeting the above criteria*

**Expected Performance**

*To maintain standing participants must complete Development & Validation Phases within the first 12 months*

**Development Phase (9 months)**
- Upgrade existing business plan to Lean LaunchPad Plan format
- Prepare full financial model and ROI analysis
- Produce prototype
- Secure IP (provisional patent)
- Develop investor presentation

**Validation Phase (within 12 months)**
- Market testing – small scale production for proof of concept
- Estimate valuation
- Secure seed funding
- Acquire real customers