



CDL-HEALTH
PROGRAM INFORMATION

BUILD SOMETHING MASSIVE.



PROGRAM OVERVIEW

The CDL-Health stream helps technical teams to bring their health innovations to market by providing access to accomplished mentors and investors in the life sciences domain.

Ventures attend five in-person objective-setting sessions between October 2018 and June 2019. CDL is a non-profit organization. There are no fees for participation and CDL does not take any equity.

Creative Destruction Lab sites are located in:

Vancouver | Calgary | Toronto | Montreal | Halifax | New York

2 HEALTH COHORTS IN 2018-19:

CDL-WEST
HEALTH

CDL-TORONTO
HEALTH

KEY DATES

Interview: Sep 21, 2018

Session 1: Nov 15, 2018

Session 2: Jan 17, 2019

Session 3: Mar 7, 2019

Session 4: Apr 25, 2019

Session 5: Jun 12-13, 2019

Interview: Sep 15, 2018

Session 1: Oct 25, 2018

Session 2: Dec 13, 2018

Session 3: Feb 21, 2019

Session 4: May 2, 2019

Session 5: Jun 12-13, 2019

WHAT WE OFFER



1

OBJECTIVES-BASED MENTORING

Milestone-based coaching from mentors who have participated in the founding, management, and value creation of significant science-based tech companies.

2

EXPERT TECHNICAL ADVICE

Feedback and support from scientists, engineers, and other subject matter experts who are leaders in their respective fields.

3

HANDS-ON STUDENT SUPPORT

Access to business students at top Canadian universities who are enrolled in CDL facilitated courses and can provide dedicated venture support on a project basis.

4

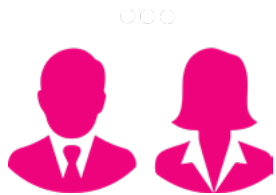
GROWTH RESOURCE ACCESS

Opportunities to access additional resources through the CDL community such as invaluable network connections & introductions, referrals for key hires, and investment from mentors and other CDL community members.

ADMISSION



Ventures that meet the following criteria are encouraged to apply:



Team is driven, coachable, and has deep technical expertise.



Business model and market opportunity allow for **massive scalability**.



Ventures pursuing translational science and technology innovations that **improve human health and wellness**.

PROGRAM STRUCTURE



All cohorts begin the nine-month program in the Fall and attend five one-day “Sessions” in Vancouver and Toronto throughout the year.

The Sessions include coaching from the CDL mentors, workshops delivered by CDL Partners, and interactions with the students from the business school. Workshop topics include finance, legal, and product design. After each Session, all Ventures leave with three objectives they commit to completing in the eight weeks leading up to the next Session.

At the end of each Session, the CDL mentors are asked which Ventures they are interested in mentoring and/or investing in, and make commitments to coach one or more companies in between CDL Sessions.

If no CDL mentor agrees to mentor a particular company, the Venture is dropped from the program. Ventures are dropped at the end of each Session, and approximately 50% complete all five Sessions.

Ventures do not have to relocate to Vancouver or Toronto, however **attendance by founders to all five Sessions, in person, is mandatory and there are no exceptions.**

More info [here](#).



APPLICATION PROCESS

CDL receives hundreds of applications and selects its cohort from a multi-week shortlisting and interviewing process. Applications can be submitted through the CDL website [here](#).

QUESTIONS?

email: health@creativedestructionlab.com

Application Deadline for CDL's 2018-19 cohorts:

August 12, 2018



FAQ



Q: WHAT PROGRAMMING AND SERVICES DOES CDL PROVIDE?

1. Objective Setting and Mentorship: Ventures receive mentorship and assistance with setting milestones from CDL mentors.
2. Lab Scientists and Advisors from top universities: CDL has a network of leading scientists and advisors who help the Ventures with their technology. They conduct tech assessments, provide technical advice, and help Ventures build scientific credibility by acting as formal advisors.
3. Educational Workshops: Several workshops hosted by CDL Partners and other key players in the Canadian tech ecosystem. Examples include legal structuring workshops from Osler and venture capital workshops delivered by a group of Canada-based VCs.
4. Student Support: Students from the local university's business school help Ventures in achieving their milestones (see below for details on roles of the students).

Q: DO I HAVE TO RELOCATE TO VANCOUVER/TORONTO?

No. Teams are free to operate wherever they choose to provided they can travel to Vancouver or Toronto for five one-day Sessions throughout the year. You cannot attend the Sessions remotely.

Q: HOW IS CDL DIFFERENT THAN OTHER INCUBATOR AND ACCELERATOR PROGRAMS?

The CDL program is a marketplace for judgment; we focus on curating the highest quality mentors to help companies prioritize effectively and remove friction. We are committed to the commercialization of massively scalable, science-based companies and do not take any equity.

Q: WHO ARE THE FELLOWS & ASSOCIATES?

The Fellows & Associates are one of the core features of the program and provide mentorship, and in many cases financing, to the Ventures. The group is comprised of people who have built, scaled, and exited significant technology companies and are still active operators and/or angel investors. Some of the Fellows & Associates in the CDL program include the former [Co-Founder and CSO of Moon Express](#), [Co-Founder of Calgary Scientific](#), [Co-Founder and Past President of MSI Methylation Sciences](#), and the [CSO and VP Medical Affairs of Novartis Canada](#). See the full list of Fellows & Associates list [here](#).

Q: WHAT IS THE ROLE OF THE STUDENTS?

CDL enlists top business students from its home universities. The students provide support with business development, market analysis/research, finance, and with the admissions interview process. Although not mandatory, CDL looks for teams who will work cooperatively with them and welcome the support.

FAQ



Q: HOW MUCH FUNDING WILL I GET?

There is no guaranteed amount of investment but the majority of the companies who are successful in the program receive investment from the CDL mentors. The amount varies and is based on a number of factors. Several companies in each cohort will raise Pre-Seed or Seed rounds in the range of \$500K to several million.

Q: HOW DOES THE SELECTION PROCESS WORK?

All interested Ventures must apply on the **CDL application site**. An interview day is held in the Fall for shortlisted candidates, then a decision committee meets and extends invitations to successful candidates.

Q: WHAT STAGE SHOULD MY COMPANY BE AT BEFORE APPLYING?

Most companies that are admitted into the CDL program have a working prototype or proof of concept and will be ready to raise their seed round during the program. CDL will accept companies that are earlier or later stage in some cases if they are exceptional in other areas.

Q: CAN I ENROLL IF I'VE BEEN ACCEPTED INTO ANOTHER INCUBATOR OR ACCELERATOR?

Yes, CDL can be complementary to other programs and many other incubators and accelerators encourage participation in CDL.

Q: WHAT IS THE LEVEL OF COMMITMENT?

Ventures must attend all five Sessions and commit to providing information to the CDL team on a timely basis, and working collaboratively with the mentors and students. The program's milestone-based structure is designed to help Ventures prioritize their workload in a series of eight-week 'sprints'. The more time that is committed to meeting the objectives, the higher the chances are for a Venture to stay in the program and receive funding from mentors/investors.

Q: WHAT HAPPENS IF I AM DROPPED FROM THE PROGRAM?

Reasons for being dropped from the meetings vary. Ventures are dropped due to inability to hit milestones or loss of interest from the mentors. There are many other reasons companies are dropped that are not a reflection of the potential of the business or the capabilities of the founders. Ventures who are dropped are still CDL Alumni and in some cases may continue to access CDL resources (e.g., student support), as well as alumni programming.

FAQ



Q: WHAT IS THE LIKELIHOOD OF COMPLETING THE PROGRAM FOR THOSE ACCEPTED?

There is no pre-determined number of Ventures that are dropped but historically approximately half of the Ventures who start in each cohort will complete the program.

Q: CAN VENTURES BE ENROLLED IN TWO CDL COHORTS AT ONCE AT DIFFERENT CDL SITES?

No. A Venture can only be enrolled in one cohort at one CDL site.

Q: WHAT ARE SOME EXAMPLES OF VENTURES WHO HAVE BEEN SUCCESSFUL AS A RESULT OF THE CDL PROGRAM?

Thalmic Labs, Atomwise, Deep Genomics, Correlia Biosystems, ODS Medical, InnoVein, and Blue Mesa Health.

Q: WHAT ARE THE FEES TO PARTICIPATE?

There are no fees for participation and CDL does not take any equity. Admission to CDL is 100% merit-based. CDL does not pay expenses.

Q: WHEN ARE THE SESSION DATES FOR THE 2018-19 COHORT?

Session Dates:

Session 1: Nov 14-15, 2018 (Vancouver)
Session 2: Jan 16-17, 2019 (Vancouver)
Session 3: Mar 6-7, 2019 (Vancouver)
Session 4: Apr 24-25, 2019 (Vancouver)
Session 5: Jun 12-13, 2019 (TBD)

Session 1: Oct 24-25, 2018 (Toronto)
Session 2: Dec 12-13, 2018 (Toronto)
Session 3: Feb 20-21, 2019 (Toronto)
Session 4: May 1-2, 2019 (Toronto)
Session 5: Jun 12-13, 2019 (TBD)

Q: WHEN ARE THE INTERVIEWS FOR THE 2018-19 COHORT?

Sep 15, 2018 (Toronto)
Sep 21, 2018 (Vancouver)

Q: IS ATTENDANCE MANDATORY TO ALL 5 SESSIONS?

Yes. Non-attendance at a Session will result in the Venture being dropped.