



# OnRamp

Investing in aspiring entrepreneurs to create first-time founders



with Founder-in-Residence Thom Webster

The University Science Center, a convener and catalyst for Greater Philadelphia’s innovation sector, realizes the negative impact diverse founders and the underserved community have experienced due to the pandemic. Despite our region’s truly robust, thriving, and growing innovation and tech ecosystem, **it is not as inclusive as it can be.**

We recognize this as an opportunity to engage diverse founders and partner with stakeholders to support underrepresented entrepreneurs and diverse startups from the region’s underserved communities with the capacity to affect change and inspire economic growth.

Leveraging **Venture Café** programming, **ic@3401** Business Incubator, and **Launch Lane** Accelerator, the Science Center will use these tools to accelerate awareness, strengthen support, and drive impact for program participants through its new OnRamp program.

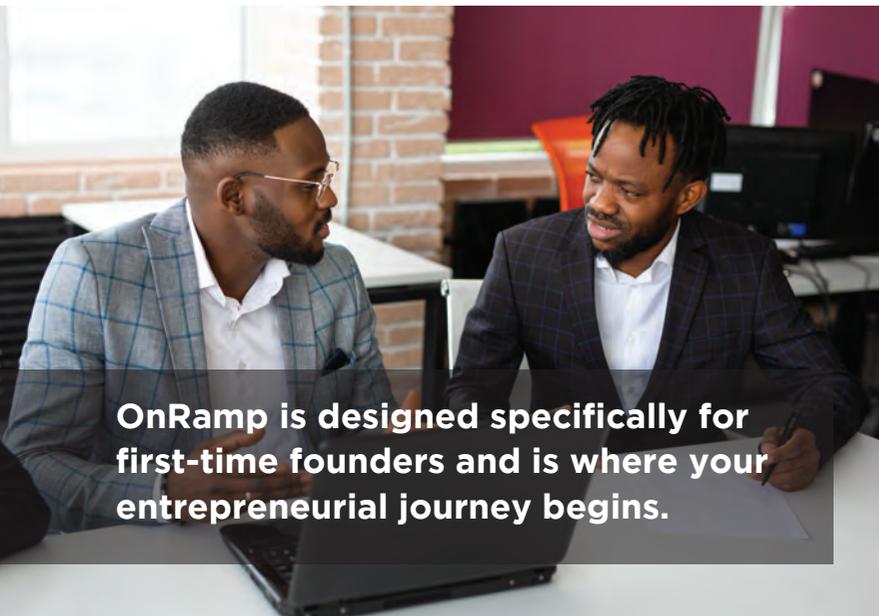
## Startup Stimulus Services

OnRamp is designed as an open enrollment engagement for participants to apply on a cohort basis and receive 20+ hours of overall programming and support from the Science Center.

OnRamp programming, led by our Founder-in-Residence Thom Webster, includes 2.5 hours of weekly services offered over an 8 week period of interdependent workshops, meetups, and forums at Venture Café on Thursdays from 4:30-7:00 p.m.

## About Our Founder-in-Residence Thom Webster

Thom is an experienced business leader and entrepreneur in the creation and development of for-profit and non-profit organizations in both the private and public sectors. He has over thirty-five years of experience with assisting organizations as a senior advisor in the planning and development of business strategy; the launching and expansion of new divisions; and the financing and capitalization of programs. Thom currently serves as a Management Advisor to BASE Architecture, Planning, & Engineering, one of the most successful and experienced nationally owned and operated African-American Architectural and Engineering Firms; and to The Alpha Enterprise Group, ranked by Black Enterprise Magazine as one of the top 100 largest African American owned businesses in America, and is on the leadership team of Launch Lane to identify high-potential startups, address problems, and identify solutions that grow businesses for underrepresented founders.



OnRamp is designed specifically for first-time founders and is where your entrepreneurial journey begins.



## What You'll Learn At OnRamp

Week 5/6 **1** Problem Identification / Customer Discovery & Validation

Week 5/13 **2** Building & Launching a Product / Your MVP

Week 5/20 **3** Financial Models / Cost Structure

Week 5/27 **4** Business Structure / Ownership Equity / Co-Founders / Legal

Week 6/3 **5** Establishing Your Team / Culture

Week 6/10 **6** Fundraising / Investors / Bootstrapping

Week 6/17 **7** Branding / Marketing / Sales

Week 6/24 **8** Pitching / Pitch Decks

Week 7/8 **9** Pitch Competition

sciencecenter.org/programs/onramp

## Final Pitch Competition

“Stimulate Your StartUp” is the Science Center’s OnRamp Pitch competition where active members of the OnRamp Community are provided the opportunity to present their business concepts, ideas and vision to a panel of experts including Funders, Advisors and Investors for the chance to win and gain support for their venture and receive expert feedback, coaching, in-kind business support and a cash prize of \$5,000.

Open to community members ONLY and who must have attended 6 out of 8 workshops in a cohort series.

**Format:** Virtual

**Date:** July 8, 2021, 5:00–8:00 p.m.

**Cost:** Free, open to the public (must have completed 6 cohort workshops to pitch)

**Prize:** \$5,000 Cash Award

### Contact Us:

Program Manager: Angela McQuillan  
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Founder-in-Residence: Thom Webster  
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**May 6th - July 8th**

Sessions run from 4:30-6 p.m. each followed by mentoring each Thursday at **Venture Cafe Philadelphia**  
Free and open to all

**Application deadline:** April 30th