



entrepreneurship 101



Entrepreneurship 101 Calendar (2011-2012), Wednesdays, 6-7 p.m.

Topics	Dates	Speakers
Introduction to Entrepreneurship 101 / Finding and Validating your Idea	09/28/11	Keri Damen
Lived It Lecture - ICE	10/05/11	Dave Dobbin, Mobilicity
Different Types of Entrepreneurship	10/12/11	Tony Redpath & Allyson Hewitt
Basic Nuts and Bolts of Building a Business	10/19/11	Tony Redpath
Marketing for Tech Start-Ups - Getting the fundamentals right	10/26/11	Jon Worren
Meet the Entrepreneurs - ICE	11/02/11	Krista Lariviere, gShift Labs; Joanna Track, Dealuxe; Kirk Simpson, Wave Accounting
Product Development	11/09/11	Steve Carkner
Building a Business Model	11/16/11	Ajay Agrawal
Lived it Lecture - Cleantech	11/23/11	Joe Cargnelli, Hydrogenics
Value Proposition	11/30/11	Joe Wilson
Meet the Entrepreneurs - Cleantech	12/07/11	Curtis VanWalleghem, Hydrostor; Pushkar Kumar, GreenMantra; Brent Harris, Sustainable Energy
Board of Directors and other Advisors	12/14/11	David Pasieka
Lived it Lecture - Ian Telfer	01/04/12	Ian Telfer, Goldcorp Inc.
Market Analysis	01/11/12	Usha Srinivasan & Dan Colquhoun
IP Management	01/18/12	Arshia Tabrizi
Financial Planning	01/25/12	Andrew Graham
Meet the Entrepreneurs - Social Innovation	02/01/12	TBD
Recruiting	02/08/12	Margo Crawford
Business Plans and other Communication Tools	02/15/12	Veronika Litinski
Marketing Communications	02/22/12	Mark Evans (TBC)
Lived it Lecture - Social Innovation	02/29/12	TBD
Go-to-Market Strategy	03/07/12	Jon Dogterom (TBC)
Sales	03/14/12	Krista Jones (TBC)
Distribution	03/21/12	Mark Zimmerman (TBC)
Meet the Entrepreneurs - Life Sciences & Health Care	03/28/12	TBD
Bootstrapping	04/04/12	Charles Plant
Terms of Investments	04/11/12	Shirley Speakman (TBC)
Raising Money from VCs	04/18/12	Barry Gekiere and panel (TBC)
Lived it Lecture - Life Sciences & Health Care	04/25/12	TBD

Live events registration: www.marsdd.com/ent101

Webcast info and registration: www.marsdd.com/ent101-webcasts

Videos and related resources available online: www.marsdd.com/ent101-online

