<table>
<thead>
<tr>
<th>Module</th>
<th>Topics</th>
<th>Dates</th>
<th>Speakers</th>
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<tbody>
<tr>
<td>Map your Journey</td>
<td>Introduction to Entrepreneurship 101 / Finding and Validating your Idea</td>
<td>09/30/15</td>
<td>Marielle Voksepp, Manager, Entrepreneurship Education Programs, MaRS</td>
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<tr>
<td></td>
<td>Lived It Lecture</td>
<td>10/07/15</td>
<td>Isadore Sharp, Founder &amp; Chairman, Four Seasons Hotels and Resorts</td>
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<td>Introduction to Entrepreneurial Management</td>
<td>10/14/15</td>
<td>Nathan Monk, Senior Strategist, Information &amp; Communications Technology (ICT), MaRS</td>
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<td>Different Types of Entrepreneurship</td>
<td>10/21/15</td>
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<td>Customer Discovery and Market Intelligence</td>
<td>10/28/15</td>
<td>Usha Srinivasan, Vice President, Learning and Insights</td>
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<td>Value Proposition</td>
<td>11/04/15</td>
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<td>Product Development</td>
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<td>Meet the Entrepreneurs – Health</td>
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<td>Model</td>
<td>Business Model Canvas</td>
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<td>IP Management</td>
<td>12/02/15</td>
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<td>Contract Manufacturing</td>
<td>12/09/15</td>
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- WINTER BREAK -
## Resources

**Entrepreneur’s Toolkit:** Search for articles and workbooks to grow your business: [marsdd.com/toolkit/](http://marsdd.com/toolkit/)

**Funding Sources Directory:** Search for provincial, national and international funding at [marsdd.com/funding](http://marsdd.com/funding)

## Connect online

**Live webcasts**: Tune-in and ask questions through the live chat feature: [marsdd.com/webcasts](http://marsdd.com/webcasts)

*Webcast attendance can be counted towards course certificate, you must attend 20 lectures to qualify*

## Register here: marsdd.com/ent101

**Questions?** Email entrepreneurship101@marsdd.com

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### Market

<table>
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<tr>
<th>Event</th>
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<tbody>
<tr>
<td>Lived It Lecture</td>
<td>01/06/16</td>
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<tr>
<td>Marketing Communications/B2C Sales</td>
<td>01/13/16</td>
<td>TBD</td>
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<td>Negotiations</td>
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<td>Meet the Entrepreneurs - Information and Communications Technology (ICT)</td>
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<td>Sales (B2B)</td>
<td>02/03/16</td>
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<td>Networking for Entrepreneurs</td>
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<td>Meet the Entrepreneurs - Cleantech</td>
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### Management

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<tr>
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<tr>
<td>Selecting Your First Board of Advisors</td>
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<td>Financial Planning/Budgeting</td>
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<td>Recruiting and Building a Founding Team</td>
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<td>Lived It Lecture</td>
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<td>Entrepreneurial Leadership: Building and managing a team</td>
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<td>Startup Culture</td>
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<td>Raising Money from Venture Capitalists</td>
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<td>360 Panel on Venture Capital Funding</td>
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<td>The Pitch</td>
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<tr>
<td>Up-Start! Competition</td>
<td>05/18/16</td>
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