



ENTREPRENEURSHIP 101



Entrepreneurship 101 Calendar (2014-2015), Wednesdays, 6-7 pm

Module	Topics	Dates	Speakers
Map your Journey	Introduction to Entrepreneurship 101 / Finding and Validating your Idea	09/24/14	Jon Worren, Entrepreneur in Residence, MaRS
	Lived It Lecture	10/01/14	Alex Kroon, President, MaraCogna Inc
	Different Types of Entrepreneurship	10/08/14	Allyson Hewitt, Senior Fellow, Social Innovation, MaRS & Kerri Golden, General Partner, JOLT Fund LP; Advisor, MaRS ICT Venture Services
	Introduction to Entrepreneurial Management	10/15/14	Nathan Monk, Senior Strategist, ICT Venture Services, MaRS
	Customer Discovery and Market Intelligence	10/22/14	Usha Srinivasan, VP, Learning and Insights, MaRS
	Value Proposition	10/29/14	Joe Wilson, Education Advisor, MaRS
	Product Development	11/05/14	Chris Eben, Managing Partner, The Working Group (TWG)
	Meet the Entrepreneurs -Social Innovation*	11/12/14	Moderator: Jared Walker, Managing Editor, SocialFinance.ca; Panelists: Emily Branton, President, Link 2 Feed; Ryan Porter, Founder, Going 180 Media; Kevin Lee, Executive Director, Scadding Court Community Centre
Model	IP Management	11/19/14	Gilbert's LLP: Nathaniel Lipkus, Ashlee Froese, Matthew Powell
	Business Model Canvas	11/26/14	Mark Zimmerman, CTO, MaRS
	Meet the Entrepreneurs - Information and Communications Technology (ICT)*	12/03/14	Moderator: Adam Nanjee, Cluster Lead, Financial Technology, MaRS; Panelists: Amit Jhas, Co-founder & CEO, Lucova Inc.; Wendy MacKinnon Keith, CEO & Founder, Digital Retail Apps; Nooshin Mohtahsami, CEO & Founder, Lendogram
	Business Plan and Other Communication Tools	12/10/14	Jane Kearns, Senior Advisor, Cleantech Venture Services, MaRS
- WINTER BREAK -			
	Lived It Lecture	01/07/15	Bruce Croxon, Managing Partner, Round 13 Capital
Market	Marketing Communications/B2C Sales	01/14/15	Mark Evans, Principal, ME Consulting
	Networking for Entrepreneurs	01/21/15	Andrew Yoshioka, President, Sanbonki Inc.
	Sales (B2B)	01/28/15	Mark Elliott, Co-founder, Venture Accelerator Partners Inc.
	Negotiations	02/04/15	Ted Maduri, Partner, Davis LLP
	Contract Manufacturing	02/11/15	Moderator: Lance Laking, Investment Director, IAF
	Meet the Entrepreneurs - Cleantech*	02/18/15	Moderator: Jon Dogterom, Venture Services Lead, Cleantech; Panelists: Jacquelyn Cyr, Co-Founder, R3VOLVED; Michael Helander, President & CEO, OTI Lumionics; Will Rogers, Vice President of Business Development, Galt Green Energy
Management	Selecting Your First Board of Advisors	02/25/15	Tony Redpath, Senior Fellow, MaRS
	Financial Planning/Budgeting	03/04/15	Andrew Graham, Senior Director, Corporate Development, George Weston Limited
	Recruiting and Building a Founding Team	03/11/15	Margo Crawford, President & CEO, Business Sherpa Group
	Entrepreneurial Leadership: Building and managing a team	03/18/15	Keri Damen, Program Director, Business and Professional Studies, University of Toronto School of Continuing Studies
- MARCH BREAK -			
Money	Lived It Lecture	04/01/15	Carol Leaman, CEO, Axonify
	Alternative Sources of Funding	04/08/15	Jon Worren, Entrepreneur in Residence, MaRS
	Meet the Entrepreneurs - Health*	04/15/15	TBD
	Raising Money from Venture Capitalists	04/22/15	Michelle McBane, Investment Director, IAF, MaRS
	360 Panel on Venture Capital Funding	04/29/15	Tim Jackson, Senior Advisor, Capital Solutions, MaRS Centre for Impact Investing
	The Pitch	05/06/15	TBD
	Up-Start! Competition	05/20/15	-

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Resources

Entrepreneur's Toolkit: Search for **articles and workbooks** to grow your business: marsdd.com/toolkit/

Lecture videos and other event series can be found in the MaRS library: marsdd.com/videos

Funding Sources Directory: Search for provincial, national and international funding at marsdd.com/funding

For more information on the *Up-Start! Competition* visit marsdd.com/upstart

Connect online

Live webcasts*: Tune-in and ask questions through the live chat feature: marsdd.com/webcasts

LinkedIn: Participate in discussions through the '[Entrepreneurship 101](#)' group

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*Webcast attendance counts towards course certificate, you must attend 20 lectures to qualify

Register here: marsdd.com/ent101

Questions? Email entrepreneurship101@marsdd.com

Recommended Books

The Art of the Start by Guy Kawasaki

Rework by Jason Fried and David Heinemeier Hansson

Demand: Creating What People Love Before They Know They Want It by Adrian J. Slywotzky with Karl Weber

The Lean Startup: How Today's Entrepreneurs Use Continuous Innovation to Create Radically Successful Businesses by Eric Ries

The Innovator's Dilemma: The Revolutionary Book That Will Change the Way You Do Business by Clayton M. Christensen

Running Lean: Iterate From Plan A to a Plan That Works by Ash Maurya

Positioning: The Battle for Your Mind by Al Ries and Jack Trout

Crush It! Why Now is the Time to Cash In on Your Passion by Gary Vaynerchuk

The Startup Owner's Manual: The Step-by-Step Guide for Building a Great Company by Steve Blank and Bob Dorf

Venture Deals by Brad Feld

Lean Analytics by Alistair Croll



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