



# 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	Nathaniel Lipkus, Ashlee Froese, Matthew Powell, Gilbert's LLP
	Business Model Canvas	11/26/14	Mark Zimmerman, CTO, MaRS
	Business Plan and Other Communication Tools	12/03/14	Jane Kearns, Senior Advisor, Cleantech Venture Services, MaRS
	Meet the Entrepreneurs - Information and Communications Technology (ICT)*	12/10/14	TBD
- WINTER BREAK -			
	Lived It Lecture	01/07/15	TBD
Market	Marketing Communications/B2C Sales	01/14/15	Mark Evans, Principal, ME Consulting
	Networking for Entrepreneurs	01/21/15	TBD
	Sales (B2B)	01/28/15	Mark Elliott, Co-founder, Venture Accelerator Partners Inc.
	Negotiations	02/04/15	TBD
	Contract Manufacturing	02/11/15	TBD
	Meet the Entrepreneurs - Cleantech*	02/18/15	TBD
Management	Selecting Your First Board of Advisors	02/25/15	Murray McCaig, Senior Advisor, 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	TBD
- MARCH BREAK -			
	Lived It Lecture	03/25/15	TBD
Money	Bootstrapping and Alternate Sources of Funding	04/01/15	TBC Charles Plant, Founder and Chairman, Material Minds
	Crowdfunding & Equity Crowdfunding	04/08/15	Jon Worren, Entrepreneur in Residence, MaRS
	Meet the Entrepreneurs - Health*	04/15/15	TBC
	Raising Money from Venture Capitalists	04/22/15	TBD
	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	Peter Evans, Founder and CEO, ExpertFile (TBC)
	Up-Start! Competition	05/13/15	-

Register here: [marsdd.com/ent101](http://marsdd.com/ent101)

Questions? Email [entrepreneurship101@marsdd.com](mailto:entrepreneurship101@marsdd.com)

\*Meet the Entrepreneurs lectures: 6-7:30 p.m, followed by a networking reception



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## Missed a lecture?

**Online course:** Watch the lectures you've missed at [marsdd.com/mars-library](https://marsdd.com/mars-library)

**MaRS blog:** View Monday's summary of the previous week's lecture [marsdd.com/blog](https://marsdd.com/blog)

**Eventbrite newsletter:** Read the weekly newsletter for updates and resources, sent automatically to registrants

## Resources

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

**Lecture videos** and other event series can be found in the MaRS library: [marsdd.com/videos](https://marsdd.com/videos)

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

**For more information on the *Up-Start! Competition*** visit [marsdd.com/upstart](https://marsdd.com/upstart)

## Connect online

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

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

**Twitter:** Join the conversation with [#ent101](#)

**Vimeo:** Subscribe to the ent101 channel for our latest lecture videos: [vimeo.com/channels/ent101](https://vimeo.com/channels/ent101)

**SlideShare:** Follow 'MaRS Discovery District' and download lecture slides: [slideshare.net/MaRSDD](https://slideshare.net/MaRSDD)

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

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## 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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