



Entrepreneurship 101 Calendar (2012-2013), Wednesdays, 6-7 pm

Module	Topics	Dates	Speakers
The Journey Begins	Introduction to Entrepreneurship 101 / Finding and Validating your Idea	09/26/12	Keri Damen, Director, Entrepreneurship Education, MaRS
	Lived It Lecture	10/03/12	Bruce Poon Tip, Founder, G Adventures
	Entrepreneurial Ecosystem and Legal Fundamentals	10/10/12	Arshia Tabrizi, Managing Partner, TLO
	Different Types of Entrepreneurship	10/17/12	Allyson Hewitt, Director, Social Entrepreneurship & Kerri Golden, General Partner, JOLT Fund
	Introduction to Entrepreneurial Management	10/24/12	Jon Worren, Co-Founder, ClearSky Advisors Inc.
	Value Proposition	10/31/12	Joe Wilson, Education Lead, MaRS
	Product Development	11/07/12	Steve Carkner, President, Panacis Medical Inc.
	Meet the Entrepreneurs - Life Sciences & Healthcare	11/14/12	Simple Systems, Octane Medical, Evolution Health
Model	IP Management	11/21/12	Gilbert's LLP
	Business Model Canvas	11/28/12	Mark Zimmerman, Senior Advisor, MaRS
	Business Plan and Other Communication Tools	12/05/12	Veronika Litinski, Senior Advisor, MaRS
	Meet the Entrepreneurs - Social Innovation	12/12/12	TBD
	- WINTER BREAK -		
	Lived it Lecture	01/09/13	Kunal Gupta, CEO, Polar Mobile
Market	Market Analysis	01/16/13	Usha Srinivasan, Program Director, BAP, MaRS
	Marketing Communications/B2C Sales	01/23/13	Mark Evans, Principal, ME Consulting
	Go-to-Market Strategy	01/30/13	Murray McCaig, Consultant, MaRS
	Sales (B2B)	02/06/13	Mark Elliott, Co-founder, Venture Accelerator Partners Inc.
	Negotiations	02/13/13	TBD
	Distribution	02/20/13	TBD
	Meet the Entrepreneurs - ICE	02/27/13	TBD
Management	Board/Governance	03/06/13	TBD
	- MARCH BREAK -		
	Financial Planning/Budgeting	03/20/13	Andrew Graham, Senior Director, Corporate Development, George Weston Limited
	Recruiting	03/27/13	Margo Crawford, President & CEO, Business Sherpa Group
	Building and Managing a Team	04/03/13	Lance Laking, Advisor, MaRS
	Meet the Entrepreneurs - Cleantech	04/10/13	TBD
Money	Bootstrapping	04/17/13	Charles Plant, Founder and Chairman, Material Minds
	Terms of Investments	04/24/13	Shirley Speakman, Investment Director, MaRS IAF
	Raising Money from VCs	05/01/13	Barry Gekiere, Managing Director, MaRS IAF, MaRS
	The Pitch	05/08/13	Peter Evans, Founder & CEO, Speakerfile
	Up-Start! Competition	05/15/13	-





Missed a lecture?

Online course: Watch the lectures you've missed at marsdd.com/ent101-online

MaRS blog: Sign-up and receive Monday's summary of the previous week's lecture 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

Lecture videos and other event series can be found on the MaRS video page: marsdd.com/videos

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

Connect online

Live webcasts*: Tune-in and ask questions through the live chat feature: marsdd.com/ent101-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

SlideShare: Follow 'MaRS Discovery District' and download lecture slides: slideshare.net/MaRSDD

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

Recommended Books

The Art of the Start by Guy Kawasaki

Rework by Jason Fried and David Heinmeier 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

Stamp cards: To record your card number, send it along with your name to entrepreneurship101@marsdd.com