



## **Entrepreneurship 101 2013/2014 Course Syllabus**

**Location:** MaRS Centre, Auditorium, 101 College Street, Toronto

**Class hours:** Wednesdays, 6:00 – 7:00 p.m.

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

**Website:** [marsdd.com/ent101](http://marsdd.com/ent101)

### **A. About MaRS**

MaRS is where science, technology and social entrepreneurs find the help they need. It is where all kinds of people meet to spark new ideas, and where a global reputation for innovation is being earned one success story at a time. Key to these success stories are our clients—the entrepreneurs and innovators we serve—and our employees who support them.

### **B. Course description**

*Entrepreneurship 101* is MaRS's flagship free weekly lecture series featuring key topics related to starting a successful business. It is aimed at social innovators, technology and life sciences researchers and trainees. Topics include funding your business, marketing, recruiting, protecting intellectual property, and more.

The course culminates in a business-plan pitch competition called the *Up-Start! Competition*, in which selected participants compete for a \$15,000 prize.

### **C. Organization**

Every Wednesday night, from September to May, topics are presented in lecture format by entrepreneurs and industry experts. Audience members have the opportunity to ask questions. Lectures are free of charge and participants can attend as many as they wish.

Each lecture is also available via webcast live on Wednesday nights, or on-demand through our archive. Links to the webcasts are located on the *Entrepreneurship 101* page on the MaRS website.

During the course, regular “Meet the Entrepreneurs” sessions are held involving a moderated panel of startup entrepreneurs from different sectors discussing the challenges and opportunities they face. These lectures run from 6:00 to 7:30 p.m. and are followed by a networking reception.

“Lived It” lectures offer an opportunity to hear first-hand about building an innovative company from people who have seen it and done it, and to ask them questions.

### **D. Course objectives**

1. Equip entrepreneurs with the tools and inspiration they need to start and grow a successful business.
2. Provide opportunities for networking and community building among entrepreneurs.
3. Advocate the importance of innovation in technology and its role as an economic driver.

4. Build a culture of entrepreneurship in Ontario.

### **E. *Up-Start! Competition***

The *Up-Start! Competition* is a pitch competition open to *Entrepreneurship 101* participants. Individuals, or teams of individuals, must give a ten-minute presentation on a business idea. A prize of \$15,000 will be awarded for the top business plan.

For more information, including rules and eligibility, visit [marsdd.com/upstart](http://marsdd.com/upstart).

### **F. Course certificate**

Participants who have attended 60% of the lectures, in person or through the live or archived webcasts, will be issued a certificate of completion at the end of the course. Live attendance will be tracked using a stamp card issued to each participant, and webcast attendance will be recorded digitally. Attendance must be completed within the course year (September 25, 2013 to May 14, 2014).

### **G. Course topics**

*Entrepreneurship 101* follows five modules:

1. **The journey begins:** Introduces the basics of starting a business by explaining different types of business structures and legal and tax considerations, and how to test your idea
2. **Model:** Describes how to organize your business, and how to protect your ideas and communicate them to others
3. **Market:** Defines the process of identifying your target market, preparing to enter the marketplace and communicating value to your customers
4. **Management:** Outlines a company's organizational structure, how to recruit and manage talent and how to organize your finances
5. **Money:** Addresses various financing methods available to startups, including how to prepare a good investor pitch

### **H. Book list**

*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 and Jason Mendelson

*Lean Analytics* by Alistair Croll and Benjamin Yoskovitz



## Entrepreneurship 101 Calendar (2013–2014), Wednesdays, 6–7 pm

Module	Topics	Dates	Recommended Readings
The Journey Begins	Introduction to Entrepreneurship 101 / Finding and Validating your Idea	09/25/13	Being an entrepreneur
	Lived It Lecture	10/02/13	
	Different Types of Entrepreneurship	10/09/13	What financing approach is right for your business? Social purpose business (SPB) models Should your business be nonprofit or for-profit?
	Entrepreneurial Ecosystem and Legal Fundamentals	10/16/13	Getting legal advice When, how and where to incorporate Service Canada: starting a business
	Introduction to Entrepreneurial Management	10/23/13	The customer development model Customer validation: developing your business model The Lean Startup methodology
	Value Proposition	10/30/13	Value proposition Crafting your value proposition Value proposition development
	Product Development	11/06/13	Managing the product development process Product launch goals 8 step process perfects new product development
	Meet the Entrepreneurs –Cleantech*	11/13/13	Meet the entrepreneurs video - Morgan Solar
Model	IP Management	11/20/13	Entrepreneurs and intellectual property Identifying your intellectual property Intellectual property 101: patents, trademarks, servicemarks and copyrights
	Business Model Canvas	11/27/13	Business models Business model design The business model canvas
	Business Plan and Other Communication Tools	12/04/13	Elevator pitch Building a strong presentation How to write an executive summary
	Meet the Entrepreneurs – ICE*	12/11/13	Building a software development team video

- WINTER BREAK -



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Module	Topics	Dates	Recommended Readings
	Lived It Lecture	01/08/14	
Market	Customer Discovery and Market Intelligence	01/15/14	Market analysis Market research What to include in your market analysis
	Marketing Communications/B2C Sales	01/22/14	Marketing communication overview Market communication in the Early Market 5 secrets to use storytelling for brand marketing success
	Go-to-Market Strategy	01/29/14	Buyer response modes Mapping buyer response modes The strategic way to go to market
	Sales (B2B)	02/05/14	Sales 101: the role of selling in a startup Sales forecasting for startups 5 sales tips to turn cold calls into hot leads
	Negotiations	02/12/14	Preparing for licensing negotiations: 4 hot tips for startups Negotiating and resolving disputes: 5 hot tips for startups ADR Institute of Ontario, Inc.
	Lived It Lecture	02/19/14	
	Meet the Entrepreneurs - Life Sciences*	02/26/14	Life Sciences: regulatory guide
Management	Board/Governance	03/05/14	The role of a successful board Different board models for different ventures How to assemble a board of advisors
	- MARCH BREAK -		
	Financial Planning/Budgeting	03/19/14	Developing a financial roadmap Financial statements: the four components How to budget for startup success
	Recruiting	03/26/14	Recruiting, selection and hiring Which recruiting method should you use? How to hire your first employee
	Entrepreneurial Leadership: Building and managing a team	04/02/14	Attracting and retaining the right people Separating leadership from management Employee management and leadership in the workforce
Bootstrapping and Alternative Sources of Funding	04/09/14	What financing approach is right for your business? Bootstrapping The basics of crowdfunding	
	Meet the Entrepreneurs - Social Innovation*	04/16/14	Successful crowdfunding for social innovators video
Money	Raising Money from Venture Capitalists	04/23/14	What is venture capital or private equity? Are you ready for a private investor? Venture capital teaching guide
	360 Panel on Venture Capital Funding	04/30/14	Venture capital term sheets Due diligence process in venture capital How to get funding
	The Pitch	05/07/14	Preparing for your investor presentation Elements of a pitch deck Dave McClure's 10 tips for the perfect investment pitch

