



ENTREPRENEURSHIP

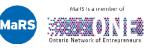
Entrepreneurship 101 Calendar (2014-2015), Wednesdays, 6-7 pm

| Entrepreneurship for Galendar (2014 2010), Weatersdays, o'r pin | | | |
|---|--|------------------|---|
| 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 | TBD |
| | Meet the Entrepreneurs - Cleantech* | 02/18/15 | TBD |
| Management Money | Selecting Your First Board of Advisors | 02/25/15 | Murray McCaig, Senior Advisor, MaRS; 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 |
| | Lived It Lecture | 03/25/15 | Carol Leaman, CEO, Axonify |
| | Bootstrapping and Alternate Sources of Funding | 04/01/15 | Charles Plant, Founder and Chairman, Material Minds (TBC) |
| | Crowdfunding & Equity Crowdfunding | 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 | Peter Evans, Founder and CEO, ExpertFile (TBC) |
| | Up-Start! Competition | 05/20/15 | - |
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Register here: marsdd.com/ent101

Questions? Email 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

MaRS blog: View 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 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

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

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 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 Innnovator'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



