



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

Module	Topics	Dates	Speakers
The Journey Begins	Introduction to Entrepreneurship 101 / Finding and Validating your Idea	09/25/13	Keri Damen, Director, Entrepreneurship Programs, MaRS
	Lived It Lecture	10/02/13	Dan Martell, Founder, Clarity
	Different Types of Entrepreneurship	10/09/13	Allyson Hewitt, Senior Fellow, Social Innovation, MaRS & Kerri Golden, General Partner, JOLT Fund LP
	Entrepreneurial Ecosystem and Legal Fundamentals	10/16/13	Tony Redpath, Senior Fellow, MaRS
	Introduction to Entrepreneurial Management	10/23/13	Nathan Monk, Senior Strategist, ICE Practice, MaRS
	Value Proposition	10/30/13	Joe Wilson, Senior Strategist, Education Cluster, MaRS
	Product Development	11/06/13	Steve Carkner, Founder and CTO, Panacis Inc.
	Meet the Entrepreneurs –Cleantech*	11/13/13	Revelo Bikes, Agri-Neo, Emergent
Model	IP Management	11/20/13	Gilbert's LLP
	Business Model Canvas	11/27/13	Mark Zimmerman, Senior Advisor and CIO, MaRS
	Business Plan and Other Communication Tools	12/04/13	Jane Kearns, Senior Advisor, MaRS
	Meet the Entrepreneurs – ICE*	12/11/13	MedEngine, Giveffect, Horizon Studios Inc.
	- WINTER BREAK -		
	Lived It Lecture	01/08/14	Allen Lau, Co-Founder, Wattpad
Market	Customer Discovery and Market Intelligence	01/15/14	Usha Srinivasan, VP, Learning and Insights
	Marketing Communications/B2C Sales	01/22/14	Mark Evans, Principal, ME Consulting
	Go-to-Market Strategy	01/29/14	Murray McCaig, Senior Advisor, MaRS
	Sales (B2B)	02/05/14	Mark Elliott, Co-founder, Venture Accelerator Partners Inc.
	Negotiations	02/12/14	Michael Erdle, Managing Partner, Deeth Williams Wall LLP
	Lived It Lecture	02/19/14	Edward Riley, CEO, Technologies Innovation Group Canada
	Meet the Entrepreneurs - Life Sciences*	02/26/14	Applied Recognition, Damiva, Knix Wear
Management	Board/Governance	03/05/14	David Litwiller, Entrepreneur in Residence, Communitech
		- MARCH BREAK -	
	Financial Planning/Budgeting	03/19/14	Andrew Graham, Senior Director, Corporate Development, George Weston Limited
	Recruiting	03/26/14	Margo Crawford, President & CEO, Business Sherpa Group
	Entrepreneurial Leadership: Building and managing a team	04/02/14	Charles Plant, Founder and Chairman, Material Minds
	Bootstrapping and Alternative Sources of Funding	04/09/14	Knix Wear, Greyter Water Systems, Castlegar Management
Money	Meet the Entrepreneurs - Social Innovation*	04/16/14	Oliberte, B Meaningful, Grantbook
	Raising Money from Venture Capitalists	04/23/14	Shirley Speakman, Investment Director, IAF, MaRS
	360 Panel on Venture Capital Funding	04/30/14	Barry Gekiere, Managing Director, IAF, MaRS & panel
	The Pitch	05/07/14	Peter Evans, Founder & CEO, ExpertFile
	Up-Start! Competition	05/14/14	-



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

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/ent101

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 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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