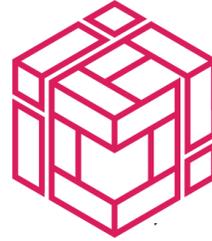




CENTER FOR **INNOVATION &**  
**ENTREPRENEURSHIP EDUCATION**



**iCMTL**

## ENTREPRENEURSHIP WORKSHOPS SCHEDULE AND TOPICS

Workshops: 3 hours

Number of weeks: 15 weeks

Time: 2:30 pm to 5:30 pm

Schedule: February 12 to June 3rd. Every Friday except March 18 & 25

**Location: 3F.37**

Class #	Date	Topic	Description
1	12-Feb	What Kind of Legal Entity Are You?	We will kick-start our series of workshops by helping you to answer the following question. What kind of entrepreneur do you want to be? Are you all about the bottom line, or do you think that having a positive impact on your community while making profits would be a better measure of success? Do you prefer to work alone or in a team? Should you start a corporation, a non-profit or a co-op? Come discover what type of legal structure best suits your entrepreneurial spirit and your business idea!
2	19-Feb	The Good, the Bad and the Ugly of being an Entrepreneur	In this workshop, we start by analyzing why we would want to create a company or why not; we will talk about passion and why it is important and, how to define your passion. We will then see how being an Entrepreneur is not only the best profession in the world, it is actually a lifestyle. We will talk about the value of time, the creation of value, and how to develop the mindset to solve-problems; to help people; and to distinguish between employee mentality & entrepreneur mentality. We will finish with a case study on the smart way to launch a company, reducing risk and maximizing success. We will also talk about what failure really is and how we can use it to our advantage.
3	26-Feb	The Creative and Cultural Industries	What are creative and cultural industries? How can we define them and what are their business model specificities? Entrepreneurs and/or people working in the creative and cultural industries will share their experiences. (3 guests // 3 study cases)
4	4-Mar	Connecting with People	What does your communication look like? Do you really know how others perceive you when you present yourself and your ideas? Are you confident you can get

			<p>your point across and promote your ideas? Are you seen as confident or arrogant? Energetic or lethargic? At ease or scared shitless?</p> <p>Technology and the ways we are doing business are changing every day. The one thing that will never change is that we are doing business with people and if you think your communication style doesn't matter, think again, it matters more now than ever.</p> <p>As future entrepreneurs looking to get your ideas out there and connect with people why not invest in your most important asset – you! Come and see how you stand up to the test. Take to the stage with coaches who have trained some of the world's leading performers and top execs!</p>
5	11-Mar	Design Thinking and the Value Position	<p>What is design? But more importantly, what is design thinking? The design thinking approach will be explored through the Double Diamond Model in order to get a better understanding of design's abilities to create innovation and thus, propose value for the development of a business model.</p> <p>The objective is to make informed choices in the business proposal through an iterative and learning process allowed by the design thinking methodology. Practical exercises will take place in this workshop and the emphasis will be put on the listening and seeing methods to generate an enlightened value proposition.</p> <p>Continued April 1st</p>
	18-Mar	<b>SPRING BREAK</b>	
	25-Mar	<b>GOOD FRIDAY</b>	
6	1-Apr	Design Thinking and the Value Position	Design Thinking and the Value Proposition Continued
7	8-Apr	The Creative Business Model Canvas	<p>Forget the business plan for now. We will be using a different approach to formulate your business idea. In this series of four workshops we explore the business model canvas. What is a business model?</p> <p>What is a business model canvas? What are the particularities of a creative business model canvas?</p> <p>The business model canvas principals will be defined, cases studies will be reviewed and practical exercises will</p>
8	15-Apr	The Creative Business Model Canvas	
9	22-Apr	The Creative Business Model Canvas	
10	29-Apr	The Creative Business	

		Model Canvas	help you develop a creative business model of your own.
11	6-May	NUMBERS COUNT! - Key Calculations that Matter in Running Your Business	Running a business also requires managing the administration side of things... and that requires ...numbers! You don't need to become a specialist, but you do need to know some key calculations and administration principles to help you manage the day to day affairs of your company and estimate how the goals can be realized.  This two-day workshop highlights the important calculations, mainly how much to charge clients, how to keep track of your business' dealings, how to manage the tax requirements, and how to estimate the plans you have for your business – financial projections.
12	13-May	NUMBERS COUNT! - Key Calculations that Matter in Running Your Business	
13	20-May	Brand and Social Media Marketing	This workshop will explore what it takes to build a brand and how your message will be presented to the world using social media tools.
14	27-May	Legal Matters: Structure, IP, Copyright, Patents	Now that you have an idea what kind of company and legal structure you will pursue, it's time to do it. In the workshop, we will help navigate the available tools to create a legal entity.  We will also help you understand the difference between IP, Copyright and Patents and choose what is appropriate for your product service or event if at all.
15	3-june	Show me the \$Moola	You have to start somewhere! In this workshop, Fundica's experts will provide you with information regarding possible sources of funding for your business. Quickly identify grants, loans, tax credits and equity funding from private, municipal, provincial and federal funders.