

Innovator's Toolkit Series

Winter 2017



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Series Details

The Innovator's Toolkit is a six part series for entrepreneurs and companies focused on the most effective best practices for company development. From uncovering financing options to capturing your market, it is designed to provide innovators with valuable insight from 'been there, done that' entrepreneurs, executives and mentors.

"The series is great for teaching entrepreneurs that they don't know what they don't know. Exposure to a wide breadth of topics allows for knowledge gaps to be recognized and bridged on the startup adventure. Great for becoming a jack-of-all-trades but a master of none, to give a starting point for all entrepreneurs."
– Roger Mah

"The journey of Innovator's Toolkit series takes you on a start to finish journey of what to expect as you go off with your new idea. The tools and knowledge I learned will help make those decisions critical of my success easier." - Aram Razouki

"The quality of the content and presenting speakers for the Toolkit exceeded my expectations. The knowledge, insight and contact I have gained through this 6 week program are extremely valuable and highly applicable to my startup business." - Alana Kitchen

Schedule

Session 1: Market Discovery February 22, 2017	Session 4: People + Leadership March 15, 2017
Session 2: Business Model Design March 1, 2017	Session 5: Intellectual Property Strategy March 22, 2017
Session 3: Market Capture March 8, 2017	Session 6: Money & Milestones March 29, 2017

Location: Alastair Ross Technology Centre, 3553 – 31 Street NW, Calgary, AB

Cost

- **Complete Series:** \$500 + GST **Individual Sessions:** \$125 + GST
- **Student Pricing:** \$300 + GST **Individual Sessions:** \$75 + GST

Registration

Space is limited! A maximum of two attendees per company is permitted. Each attendee must register separately. Register online at: <https://wintertoolkit.eventbrite.ca>

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Market Discovery

Learn to identify customers willing to pay for a solution while gaining valuable insight into what they demand. This session provides innovators with a better understanding of the process for bringing a tangible market connection to their innovation.

Business Model Design

Learn about the integrated nature of a business model, and how to examine and refine the revenue model to support its delivery. This session demonstrates a method for identifying and designing the key elements needed to deliver value to customers.

Market Capture

Set your offering apart in a meaningful way. Not only will innovators learn to build an authentic brand that is connected to its customers, but they will also learn about market planning and how to get from concept to first sales to growth.

People & Leadership

Build 'mental capital' as a key part of your startup. Using a leadership model that gets results, innovators will gain an understanding of advisory board creation, the value of networking, mentor groups, and how to attract the right people to an organization.

Intellectual Property Strategy

Did you know if you file for a patent too early, you can limit your chances for success? Determine whether and when you need intellectual property protection. Innovate Calgary's intellectual property experts provide answers while guiding innovators through the full breadth of intellectual property protection options for their companies and technologies.

Money & Milestones

Discover the diversity of available financing options. Learn from investors and fellow entrepreneurs about financing your opportunity, from seed to venture capital, and the pros and cons of each. Innovators will learn the importance of managed growth, when and how to 'bootstrap' without giving away equity, banking options, and how the government can help with funding and grants.

Innovator's Toolkit is sponsored by:

