

Startup Primer 2017



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Series Details

Don't know where to start with your business idea? This brief workshop session will prime you with the basic foundation to help move you in the right direction. Startup Primer is a condensed and high level overview of our Innovator's Toolkit and Discover programs. Topics of interest covered include: how to analyze your business opportunity, customer interview techniques to learn their needs, and how design a business model based on real customer feedback -- all without risking significant time or money! By the end of this workshop, you will walk away with a first draft of your business model, with input from an experienced startup advisor, which you can use to launch your venture.

Audience: Accessible to anyone who is interested in starting a venture, even while working full-time, but is not sure where to start

Schedule: All sessions will take place from 6-8:30pm.

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| January 26, 2017 | July 27, 2017 |
| February 23, 2017 | August 24, 2017 |
| March 23, 2017 | September 28, 2017 |
| April 27, 2017 | October 26, 2017 |
| May 25, 2017 | November 23, 2017 |
| June 22, 2017 | December TBD |

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

Cost: \$45 + GST **Student Pricing:** \$35 + GST

Register Online: <https://startupprimer.eventbrite.ca>