

|         | Type                      | Topic  | Date            | Time           | Speaker or Notes  |
|---------|---------------------------|--|-----------------|----------------|---|
| Week #1 | Orientation               | Introduction to the program, the Value Proposition Statement | Tues. Jan. 11   | 5:00 to 7:00pm | Cathy Forner (CF) & Suzanne Ebelher (EB)                |
|         | Workshop #1               | Design Thinking  | Wed. Jan. 12    | 5:00 to 8:00pm | Rita Egizii   |
|         | Coaching Session #1       | TBD  | Week of Jan. 10 | TBD            | CF or EB  |
|         | Week #1 Assignment        | Value Proposition & Design Thinking                          | Week of Jan. 10 | Own time       | Entrepreneur  |
| Week #2 | Workshop #2               | Customer Discovery Session #1<br><br>AgvisorPro              | Wed. Jan. 19    | 5:00 to 8:00pm | David Yiptong, Jeremy Krol<br>Andrew Platten<br>EB & CF |
|         | Mentor/Mastermind Session | Intellectual Property  | Fri. Jan. 21    | 3:30 to 5:30pm | Chris Diaper, CF & EB                                   |
|         | Coaching Session #2       | TBD  | Week of Jan. 17 | TBD            | CF or EB  |
|         | Week #2 Assignment        | Stop Selling & Start Listening – Customer Interviews         | Week of Jan. 17 | Own time       | Entrepreneur  |
| Week #3 | Workshop #3               | Agricultural Panel   | Wed. Jan. 26    | 5:00 to 8:00pm | Joy Agnew, Pam Steckler & Megan Shapka                  |
|         | Mentor/Mastermind Session | Lean Canvas  | Fri. Jan. 28    | 3:30 to 5:30pm | Wendy Muise, CF & SE                                    |
|         | Coaching Session #3       | TBD  | Week of Jan. 24 | TBD            | CF or EB  |

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|         | Week #3<br>Assignment            | TBD  | Week of Jan. 24 | Own time                         | Entrepreneur                                     |
| Week #4 | Workshop #4                      | Story of an entrepreneur in the AG industry -<br>illusions, facts, successes & failures<br>Customer Discovery Session #2 | Wed. Feb. 2     | 5:00 to 6:00pm<br>6:00 to 8:00pm | Robert Saik<br>David Yiptong, Jeremy<br>Krol     |
|         | Mentor/<br>Mastermind<br>Session | Alberta AG Panel   | Fri. Feb. 4     | 3:30 to 5:30pm                   | Ministry, Red Deer &<br>Leduc Processing         |
|         | Coaching Session<br>#4           | TBD  | Week of Jan. 31 | TBD                              | CF or EB   |
|         | Week #4<br>Assignment            | Everybody's lying to you and how to get over it  | Week of Jan. 31 | Own time                         | Entrepreneur                                     |
| Week #5 | Workshop #5                      | Incorporating export and market expansion in the<br>early stages.  | Wed. Feb. 9     | 5:00 to 8:00pm                   | Pam Steckler                                     |
|         | Mentor/<br>Mastermind<br>Session | Programs of Alberta Innovates and Market Research<br>Support   | Fri. Feb. 11    | 3:30 to 5:30pm                   | Matthew Cornall, CF & SE                         |
|         | Coaching Session<br>#5           | TBD  | Week of Feb. 7  | TBD                              | CF or EB   |
|         | Week #5<br>Assignment            | Begin working on your pitch deck   | Week of Feb. 7  | Own time                         | Entrepreneur                                     |
| Week #6 | Workshop #6                      | Customer Discovery Session #3<br><br>Legal Considerations & Business Structure   | Wed. Feb. 16    | 5:00 to 7:00pm<br>7:00 to 8:00pm | David Yiptong, Jeremy<br>Krol<br>Monica Niederle |
|         | Mentor/<br>Mastermind<br>Session | Nailing your Pitch   | Fri. Feb. 18    | 3:30 to 5:30pm                   | Craig Elaise                                     |
|         | Coaching Session<br>#6           | TBD  | Week of Feb. 14 | TBD                              | CF or EB   |

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|         | Week #6 Assignment               | Why is nobody buying? Unlock sales today.       | Own time        | Own time       | Entrepreneur   |
| Week #7 | Workshop #7                      | How to Pitch                                    | Wed. Feb. 23    | 5:00 to 8:00pm | Craig Elaise   |
|         | Mentor/<br>Mastermind<br>Session | Financial Panel                                 | Fri. Feb. 25    | 3:30 to 5:30pm | Kelly Kierluk-CFCA, Joy Cavin-AFSC, Harvey Bellanger – FCC, others TBA |
|         | Coaching Session #7              | Week of Dec. 13                                 | Week of Feb. 21 | TBD            | CF or EB   |
|         | Week #7 Assignment               | TBD   | Week of Feb. 21 | Own time       | Entrepreneur   |
| Week #8 | Workshop #8                      | Customer Discovery Session #4                   | Wed. March 2    | 5:00 to 8:00pm | David Yiptong, Jeremy Krol   |
|         | Mentor/<br>Mastermind<br>Session | Story of an Entrepreneur                        | Fri. March 4    | 3:30 to 5:30pm | Alex Villeneuve  |
|         | Coaching Session #8              | TBD   | Week of Feb. 28 | TBD            | CF or EB   |
|         | Week #8 Assignment               | TBD   | Week of Feb. 28 | Own time       | Entrepreneur   |
|         | Celebration Event                | Pitching & getting feedback from the Eco-system | Wed. March 9    | 5:00 to 6:30pm | CF, EB, Presenters, Mentors & Community Partners                       |