

Sample Program Schedule

	Type	Topic	Date	Time
Week #1	Orientation	Introduction to the program, the Value Proposition Statement	Monday, Oct. 18	2:00 to 4:00pm
	Workshop #1	Design Thinking	Tuesday, Oct. 19	9:00am to 12:00pm
	Coaching Session #1			
	Week #1 Assignment			
Week #2	Workshop #2	Customer Discovery Session #1 – Platform Calgary	Tuesday, Oct. 26	9:00am to 12:00pm
	Mentor/ Mastermind Session	Intellectual Property – Chris Diaper	Thursday, Oct. 28	5:00 to 7:00pm
	Coaching Session #2			
	Week #2 Assignment			
Week #3	Workshop #3	Technology Adoption and Manufacturing Challenges – Tonya Wolfe & Darryl Short	Tuesday, Nov. 2	9:30am to 12:00pm
	Mentor/ Mastermind Session	Lean Canvas – Wendy Muise	Thursday, Nov. 4	5:00 to 7:00pm
	Coaching Session #3			
	Week #3 Assignment			
Week #4	Workshop #4	Customer Discovery Session #2 – Platform Calgary	Tuesday, Nov. 9	9:00am to 12:00pm
	Mentor/ Mastermind Session	Marketing – Taking your Value Proposition and creating the Customer Persona – Kerstin Heuer	Thursday, Nov. 11	5:00 to 7:00pm
	Coaching Session #4			
	Week #4 Assignment			
Week #5	Workshop #5	Incorporating export and market expansion in the early stages – Pam Steckler	Tuesday, Nov. 16	9:00am to 12:00pm
	Mentor/ Mastermind Session	Programs of Alberta Innovates and Market Research Support – Matthew Cornall	Thursday, Nov. 18	5:00 to 7:00pm
	Coaching Session #5			

Week #5 Assignment				
Week #6	Workshop #6	Customer Discovery Session #3 – Platform Calgary	Tuesday, Nov. 23	9:00am to 12:00pm
	Mentor/ Mastermind Session	Nailing your Pitch – Craig Elais	Thursday, Nov. 25	5:00 to 7:00pm
	Coaching Session #6			
	Week #6 Assignment			
Week #7	Workshop #7	How to Pitch – Craig Elais	Tuesday, Nov. 30	9:00am to 12:00pm
	Mentor/ Mastermind Session	Funding Panel – Community Futures Central Alberta, Crowd Funding & NRC-IRAP	Thursday, Nov. 25	5:00 to 7:00pm
	Coaching Session #7			
	Week #7 Assignment			
Week #8	Workshop #8	Customer Discovery Session #4 – Platform Calgary	Tuesday, Dec. 7	9:00am to 12:00pm
	Mentor/ Mastermind Session	Story of an Entrepreneur	Thursday, Dec. 2	5:00 to 7:00pm
	Coaching Session #8			
	Week #8 Assignment			
Celebration Event			Week of Dec. 13	TBD