



## Winter 2023 Program Summary

Each bi-weekly session will require a minimum of 7 hours and includes:

- A 30-to-60-minute coaching session
- A 3-hour workshop
- A 2-hour Mentor/Mastermind
- Plus, assignments designed to help you get the most out of the content.

Session	Dates	Topics*
#1	Jan. 9 to 13	Introductions, Entrepreneur needs discussion, understanding the value for your possible customer
#2	Jan. 16 to 20	Customer Discovery #1 and Protecting your Intellectual Property
#3	Jan. 23 to 27	Panel of Expert in Agriculture and Manufacturing – TBD based on entrepreneurs applying
#4	Jan. 30 to Feb. 3	Customer Discovery #2
<b>Holiday Season Break</b>		
#5	Feb. 6 to Feb. 10	Market Expansion & Export considerations & Alberta Innovates Programs
#6	Feb. 13 to 17	Customer Discovery #3 & nailing your pitch
#7	Feb. 20 to 24	How to pitch & Financial Panel
#8	Feb. 27 to March 3	Customer Discovery #4 & the story of an entrepreneur
	Week of March 6 to 10	Celebration Event – 2 to 3 hours

\*This is a draft program outline. Final dates, times, and content for the program will not be set until we determine what the entrepreneurs need after Session #1

