



## Tentative Program Summary

Each 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	Topics*
Week #1	Introductions, Entrepreneur needs discussion, understanding the value for your possible customer
Week #2	Customer Discovery #1 and Protecting your Intellectual Property
Week #3	Customer Discovery #2
Week #4	Customer Discovery #3
Week #5	Customer Discovery #4
Week #6	Market Expansion & Export considerations & Alberta Innovates Programs and Nailing your pitch.
Week #7	Panel of Expert in Agriculture and Manufacturing – TBD based on entrepreneurs applying How to pitch & Financial Panel
Week #8	The story of an entrepreneur
Week #9	Celebration Event – Entrepreneurs practice their pitches

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

