

# Graduate Module Outline

## Innovation, Technology & Entrepreneurship

Winter 2016

A module focussed on innovation and entrepreneurship was thought to be a great opportunity to inspire graduate students to consider a career in entrepreneurship, to prepare them for skills in problem solving and to provide them with the opportunity to identify and explore potential businesses that could result from their work in research/innovation. Students will also be introduced to the entrepreneurial resources in the region and the Business Model Canvas as a tool for early development of a business model.

**Format:** 8-10 weeks, with 5 scheduled lectures throughout the term, winter 2016. The module has been structured in this format to allow student participation in extra learning opportunities, including Start-Up Weekend and Cultiv8 Club meetings.

**Additional Opportunities:** Students who participate in the module will be eligible to compete in Cultiv8's "Pitch Ag" competition where all Dal AC students can pitch their entrepreneurial ideas at the end of the term. The winners of "Pitch Ag" will receive cash prizes and an opportunity to qualify for a boot camp program for the month of May. The boot camp program will be a month-long program where participants will receive resources, mentorship and financial assistance to support their business start-up.

### Learning Objectives:

- To identify opportunities in problem solving that can become business opportunities.
- To identify the local resources within the university and broader community that exist to help with entrepreneurship.
- To develop an idea using the Business Model Canvas.
- To be able to prepare and effectively deliver a business pitch to potential investors.

### Outline:

#### Session 1 - Finding a good idea – Jan 19, 1-4 pm

- Ideation learning and practise
- Spot the invention and IP
- Screening Techniques

#### Session 2 - Working Through the Business Model – Jan 26, 9-10:30 am

- Introduction to the Business Model Canvas and the resources to support its use
- Attend at least 2 Cultiv8 Club meetings to learn from entrepreneurs about how they approach segments of the Business Model Canvas

### **Session 3 – Executing the Perfect Pitch – Feb 9, 1-4 pm**

- Through a lecture and hands-on activities, Bob Williamson of Jameson Group will do a 3 hour workshop with students to help them develop a clear and concise pitch.

### **Session 4 – Entrepreneurial Supports – Feb 23, 1-4 pm**

- Representatives of entrepreneurial supporting organizations will present their missions and programs
- Students will submit their draft canvases and discuss their idea development to date to receive feedback from the visiting mentors
- Possible organizations include BioEnterprise, Perennia, Futurepreneur, BDC

### **Session 5 – Pitch Day – March 22, 1-4 pm**

- Students will present their final canvas submission to a panel of expert judges

#### **Assessment:**

<b>Assignment</b>	<b>Due Date</b>	<b>Value</b>
Draft Business Model Canvas	February 23, 2016	20%
Final Business Model Canvas	March 22, 2016	30%
Final Presentation	March 22, 2016	30%
Interview an Entrepreneur	March 22, 2016	20%

**To enrol or to find out more about this module, please contact Dr Kenny Corcadden:**

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