

Innovation  
Quarters



Quartiers de  
l'innovation



# Discover Greater Sudbury's New Downtown Business Incubator

## Program Outline

Once accepted as a member of the IQ, you're given non-stop opportunities to connect with potential clients, business mentors and future collaborators, as well as engage in customized professional development workshops. You'll benefit from our vast networks, collaborative work environment and knowledge sharing with like-minded peers.



# Boost Your Business IQ: Month 1–4

Each week our accelerated core curriculum focuses on vital company-building topics designed to accelerate your business planning, launch and growth. You'll participate in workshops with clearly outlined learning objectives delivered by subject-matter experts, gain access to an extensive library of resources, and complete deliverables designed to create momentum and maximum engagement with your mentors.

<p><b>Week 1: Orientation</b></p> <p>Welcome to the IQ! During Orientation, new members will get to know their peers and the program as we review the structure, resources and tools in place to build a solid foundation for success. You'll perform a 360° review of where your business is at now and begin setting goals for the future.</p> <p><b>Key Topics</b></p> <ul style="list-style-type: none"><li>• Program Structure</li><li>• Curriculum</li><li>• Tools and Resources</li><li>• Mentors and Ecosystem</li></ul>	<p><b>Week 2: Concept Validating</b></p> <p>Further develop your innovative idea and validate your solution to a real customer problem. This week you'll learn how to communicate your vision, value and direction using different methodology.</p> <p><b>Key Topics</b></p> <ul style="list-style-type: none"><li>• Intro to Pitching</li><li>• Problem and Solution</li><li>• Value Proposition</li><li>• Mission, Vision, Goals</li><li>• Business Model Canvas</li></ul>	<p><b>Week 3: Customer Development</b></p> <p>Work to identify your ideal customers and create a detailed consumer profile of your target market. Use what is learned to validate key assumptions and determine your market size.</p> <p><b>Key Topics</b></p> <ul style="list-style-type: none"><li>• Identifying Ideal Customers</li><li>• Validate Key Assumptions</li><li>• Determine Market Size</li></ul>	<p><b>Week 4: Revenue Model</b></p> <p>Examine different revenue models so that you can determine the best one for your business. Next you'll connect with your target customers to further validate your selection.</p> <p><b>Key Topics</b></p> <ul style="list-style-type: none"><li>• Revenue Models</li><li>• Business Bootstrapping</li><li>• Best Practices for Client Interview</li></ul>
<p><b>Week 5: Financial Literacy</b></p> <p>Freshen your knowledge as we discuss key financial statements, future forecasts and operational metrics. This week will be filled with opportunities to engage with local leaders with various finance expertise to support your individual needs.</p> <p><b>Key Topics</b></p> <ul style="list-style-type: none"><li>• Interpreting Financial Statements</li><li>• Financial Projections</li><li>• Budgeting</li><li>• Key Operational Metrics</li></ul>	<p><b>Week 6: Branding</b></p> <p>This week you'll learn the value of branding and how to appeal to your ideal customer. Brainstorm, research and create a brand essence that represents the core of your business.</p> <p><b>Key Topics</b></p> <ul style="list-style-type: none"><li>• Business Name</li><li>• Brand Essence</li><li>• Customer Experience</li></ul>	<p><b>Week 7: Go-To-Market Strategy</b></p> <p>Learn how to develop marketing messages and use channels to resonate with your target market. You'll focus on creating a marketing plan and discover methods for evaluating its effectiveness.</p> <p><b>Key Topics</b></p> <ul style="list-style-type: none"><li>• Marketing Channels</li><li>• Marketing Messaging</li><li>• Customer Acquisition</li><li>• Lifetime Value</li></ul>	<p><b>Week 8: Checkpoint</b></p> <p>Spend time reviewing what you've learnt to date as you continue to complete or refine your deliverables. Book additional time with your mentor or meet with a member of the IQ Ecosystem to discuss the long-term viability of your offering, revenue model, marketing strategy, and more.</p>



### **Week 9: Legal and IP**

Legal structures, contract agreements and intellectual property will be the focus of this week as you learn about best practices, resources and factors to consider to protect your business.

#### **Key Topics**

- Incorporating
- Legal Agreements
- Intellectual Property

### **Week 10: Product Development**

Gain knowledge on how to manage your product development, build a roadmap and lead a production team.

#### **Key Topics**

- Project Plan
- Product Roadmap
- Team Management

### **Week 11: Hiring and Onboarding**

Learn the importance of surrounding yourself with the best employees, partners and advisors. This week you'll identify the key roles within your business and develop a strategy to recruit, onboard and retain a high-performing team.

#### **Key Topics**

- Identifying Roles
- Recruit, Onboard and Retain
- Equity, Diversity and Inclusion Effective
- Leadership

### **Week 12: Sales**

Discover new tactics and learn best practice for building relationships, converting leads and analyzing your results. You'll also be introduced to tools which can help support your sales, service and marketing efforts.

#### **Key Topics**

- Building Customer Relationships
- Lead Conversion
- Analytics
- CRM Tools

### **Week 13: Growth**

Learn how to strategically grow your business by reviewing current performance, examining goals and using new tactics such as growth hacking mechanisms.

#### **Key Topics**

- Growth Hack Strategies
- Metrics
- Strategic Communication

### **Week 14: Start-up Economics**

Advance your knowledge by learning how to analyze your financial performance, when to seek external investment and estimate how long the money will actually last.

#### **Key Topics**

- Analyzing Financial Statements
- Knowing When to Invest
- Estimating Burn Rate
- Key Investor Metrics

### **Week 15: Pitch**

Create or refine your pitch techniques and tools to gain the attention of future investors, partners and clients. This week you'll connect with experts who will share their recommendations to help maximize your opportunities for success.

#### **Key Topics**

- Pitch Deck
- Presentation Skills
- Networking

### **Week 16: Equity and Funding**

Continue learning about the different funding options available to you. Further prepare yourself for meetings with potential investors by gaining a thorough understanding of the factors that will be considered when making an investment decision.

#### **Key Topics**

- Raising Capital
- Practice Your Pitch
- Business Validation
- Negotiation
- Terms and Conditions

# Time to Thrive: Month 5 – 12

Completing the 16-week accelerated core curriculum is an exciting milestone! The program is challenging and demanding, but what you learn and who you meet is invaluable. Spend the next few months with us refining your deliverables, accessing resources, expanding your network and perfecting your pitch as you prepare for one of our IQ Demo Days.

## IQ Demo Days

IQ Demo Days are hosted every six months, giving you an opportunity to present your business to a vast audience of investors, peers and business advisors. It is an exciting chance to attract new investment, speak with potential clients or recruit new members to your team. After the event, continue your time with us following leads, fostering relationships and scaling your business.

## Elective Seminars

Each month we collaborate with our partners to host interactive seminars offering even more opportunities to expand your knowledge and critical skills. This will allow you to further tailor the program to suit your specific needs, while also growing your community connections.

## IQ Ignite

Be inspired and gain momentum from the stories of other innovative entrepreneurs who themselves have gone through the different stages of business development and attracting investors. Learn how to overcome obstacles and maximize opportunities as our guest speakers share their unique stories and lessons learned along the way.

## Peer2Peer Socials

Your exclusive invite awaits! Throughout the year we host lively social events allowing you a moment to step away from your desk and enjoy time with your peers. Catch a game, sips some drinks, or maybe engage in a little light-hearted culinary competition. Each of our socials showcase local businesses and include guest members from the Greater Sudbury innovation ecosystem to join in the fun.

## Community Events

The Innovation Quarters is just one of many essential entrepreneur support resources within Greater Sudbury. Throughout the year, you'll benefit from access to prominent events in our business community that offer even further opportunities to create new connections, build your knowledge base and be inspired by others.

### Innovation Quarters

43 Elm Street  
Sudbury, ON  
P3C 1R7

705.688.3918

innovationquarters@  
greatersudbury.ca



Innovation Quarters  Quartiers de l'innovation