

Boost Your Business IQ (Month 1-4)

WEEK 1 – April 5th 2023, 12:00 pm – 1:00 pm

Title: Welcome to the Innovation Quarters!

Overview: Participants will be introduced to the program outline, get to know their fellow IQ members, receive an overview of IQ member perks, and Q&A.

Suggested Activities:

- Book one-on-one meetings to introduce your business, discuss goals and next steps.
- Get settled in your new workspace! Move into your desk and locker and familiarize yourself with everything the Innovation Quarters office has to offer.
- Complete an internal analysis of your business using the IQ Program Roadmap.
- Based on where you think you are right now, identify 3 main SMART goals to be achieved in the next 4 months.
- Begin exploring the elements of a Business Model Canvas.

WEEK 2 – April 12th 2023, 12:00 pm – 1:30 pm

Title: Make Things People Want

Overview: Your value proposition is the driving force behind who you are, and why people want what you offer. It's easy to lose sight of the human nature of value and of the problem that you solve for your customers, but having a solid grasp on these concepts will be the source of momentum for your business or product. We'll work together to frame your value, and develop that into a value proposition to win over new clients, partners, and investors.

Suggested Activities:

- Identify the problem your business solves and how your product/service functions as a solution.
- Specify your business' mission, vision and values.
- Complete a Value Canvas or alternative framework. Templates will be provided; founders are also encouraged to create your own useful tools if that is preferred.

WEEK 3 – April 19th 2023, 12:00 pm – 1:30 pm

Title: Know Your Competition

Overview: Competition is a reality for every entrepreneur and understanding your competitors will help ensure your success. Learn the difference between direct and indirect competitors and understand how to complete a competitive analysis.

Suggested Activities:

- Complete a competitive analysis table outlining at least three direct and six indirect competitors.



[WEEK 4 – April 26th 2023, 12:00 pm – 1:30 pm](#)

Title: Creating a Customer Profile

Overview: This session will empower you to identify your ideal customers and create a detailed consumer profile of your target market. Use these skills to validate key assumptions and determine your market size.

Suggested Activities:

- Create at least two customer profiles that describe your primary and secondary target markets.

[WEEK 5 – May 3rd 2023, 12:00 pm – 1:30 pm](#)

Title: Revenue Models and Pricing Strategies

Overview: Your revenue model defines exactly how your business will generate income. In this session we will learn about the components, benefits and disadvantages of different revenue models to help you choose which one is the best for your company.

Suggested Activities:

- Think about potential revenue models for your product or service. Are there multiple ways to maximize profit through different revenue streams?
- How are your products and/or services priced compared to your competitors? Is your pricing making your business profitable?
- Interview a minimum of six potential or existing customers to validate your revenue model and pricing strategy.

[WEEK 6 – May 10th 2023, 12:00 pm – 1:30 pm](#)

Title: How to Structure Your Finances

Overview: Freshen your knowledge as we discuss key financial statements, future forecasts and operational metrics.

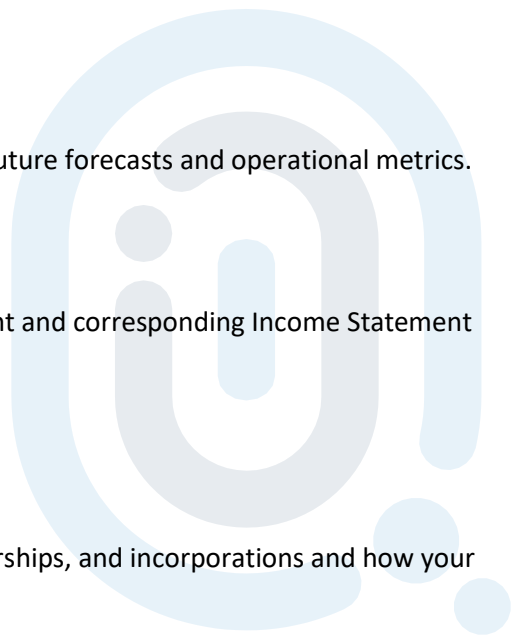
Suggested Activities:

- Familiarize yourself with the components of a financial plan.
- Complete a Startup Budget, 12-month Projected Cash Flow Statement and corresponding Income Statement and Balance Sheet.

[WEEK 7 – May 17th 2023, 12:00 pm – 1:30 pm](#)

Title: When Should I Incorporate?

Overview: Understand the differences between sole proprietorships, partnerships, and incorporations and how your legal structure can have an impact on your business.



Suggested Activities:

- Consider which legal structure is the right choice for you – will this change as your business grows?

WEEK 8 – CHECKPOINT WEEK

Check in with Program Coordinator and Mentor to revisit your goals and evaluate your progress.

Suggested Activities:

- Connect with Innovation Quarters team to review your progress using the IQ Roadmap.
- Begin developing a Business Model Canvas and schedule a meeting with the Program Coordinator to review your draft.

WEEK 9 – May 31st 2023, 12:00 pm – 1:30 pm

Title: Building Your Brand

Overview: Discover the value of branding and how to appeal to your ideal customer. This session will explain how to create a brand essence that represents the core of your business.

Suggested Activities:

- Begin developing key features of your brand: consider colours, font choices, graphics and names for your business, products and/or services.
- Analyze and compare your branding to at least 6 other companies with a competing offering, in a related industry or with a similar value proposition.

WEEK 10 – June 7th 2023, 12:00 pm – 1:30 pm

Title: Designing a Go-To-Market Strategy

Overview: Learn how to develop marketing messages that resonate with your target audience and identify sales channels to best reach them. This presentation will support you in developing a roadmap to successfully launch a product or service to market, while addressing methods for evaluating your strategy's effectiveness.

Suggested Activities:

- Consider the most effective marketing strategy that will resonate with your target audience.
- Develop and test at least 3 separate marketing messages for your brand.
- What are the key marketing messages that your customers will connect with based on your findings?



[Week 11 – June 14th 2023, 12:00 pm – 1:30 pm](#)

Title: Learning How To Lead

Overview: Leadership is an important skill in business and in life. Learn what it takes to be a leader, and how to develop key competencies to accomplish goals for yourself or within a team.

Suggested Activities:

- What leadership skills and qualities are you looking to develop? How can these leadership skills help you build a successful business?
- Participate in networking opportunities delivered by ecosystem collaborators and/or complete network mapping exercise.

[WEEK 12 – June 21st 2023, 12:00 pm – 1:30 pm](#)

Title: Building a Successful Team

Overview: This session will address the significance of talent acquisition. Learn how to identify key competencies in your team members, utilize recruitment strategies, and develop an onboarding process.

Suggested Activities:

- Identify the areas where you may need additional support in operating your business.
- Create job descriptions for key roles in your company, including your own.

[WEEK 13 – June 28th 2023, 12:00 pm – 1:30 pm](#)

Title: Building Customer Relationships

Overview: Discover new tactics and learn best practices 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.

Suggested Activities:

- Consider how you connect with your existing and prospective customers – how are you engaging with your target market?
- Look into how a CRM can help you get the most out of customer relationships.

[WEEK 14 – July 5th 2023, 12:00 pm – 1:30 pm](#)

Title: Accessible Technology for Startups

Overview: Are you curious about incorporating technological solutions to help your business succeed? This presentation will focus on how to use technologies in an existing small business to grow your market size and find innovative answers for your customers' needs using basic software for startups in various industries. You will learn how

to create a simple tech roadmap that aligns with your business plan with a focus on incremental, internal innovation through Low-Code and No-Code solutions.

Suggested Activities:

- Consider if there are ways to use technology to create efficiencies in current or future business processes.
- Develop a bootstrap budget for various software and applications that fit your needs.

WEEK 15 – July 12th 2023, 12:00 pm – 1:30 pm

Title: Fundraising Strategies to Grow your Business

Overview: In this session, our panel of investors will discuss different strategies for fundraising, and how to decide on the right funding path to grow your business. Learn to understand the difference between dilutive and non-dilutive funding and explore mistake to avoid ensuring that your fundraising is successful.

Suggested Activities:

- Revisit startup budget and consider the best ways to finance these costs.
- Which funding programs are you eligible for? Create a list of potential funding sources and establish a timeline for applications.
- Do these opportunities require a business plan or additional application processes? Research and prepare any additional materials.

WEEK 16 – July 19th 2023, 12:00 pm – 1:30 pm

Title: Building a Winning Pitch

Overview: In this session, explore the tactical "hows" of building pitches that lead to successful fund raises. We will discuss narrative building, the "must have" checklist, and what you should avoid to get to yes.

Suggested Activities:

- Prepare your pitch deck and elevator pitch to participate in upcoming Demo Days, events and opportunities at the Innovation Quarters.
- Schedule a meeting with the Program Coordinator to revisit the IQ Roadmap upon completion of Week 1-16 deliverables.

Time to Thrive (Month 5 – 12)

Completing the 16-week accelerated core curriculum is an exciting milestone! Spend the next few months with us refining your deliverables, accessing resources, and expanding your network. Participate in elective seminars, IQ Pitch Days, community events, and other exciting opportunities.