

Boost Your Business IQ (Month 1-3)

WEEK 1 – November 8th 2023, 4:00 pm – 8:00 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. Join us afterward for a meet and greet dinner with your fellow participants.

WEEK 2 – November 15th 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.

Group Mentoring Session: November 16th 2023 – 12:00 pm – 1:00 pm

WEEK 3 – November 22nd 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.

Group Mentoring Session: November 23rd 2023 – 12:00 pm – 1:00 pm

WEEK 4 – November 29th 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.

Group Mentoring Session: November 9th 2023 – 12:00 pm – 1:00 pm



[WEEK 5 – December 6th 2023, 12:00 pm – 1:30 pm](#)

Title: Know Your Competition

Overview: Competition is one of the most common reasons for failure in startups. This is a reality for every entrepreneur and understanding if your startup has a competitive advantage will help ensure your success. Learn the difference between direct and indirect competitors and understand how to complete a competitive analysis.

[WEEK 6 – December 13th 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. We will also discuss how to determine prices for your products and services to help ensure that your business is profitable.

[WEEK 7 – January 10th 2024, 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.

[Group Mentoring Session: January 11th 2024– 12:00 pm – 1:00 pm](#)

[WEEK 8 – January 17th 2024, 12:00 pm – 1:30 pm](#)

Title: Designing a Marketing 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.

[WEEK 9 – January 24th 2024, 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.

[WEEK 10 – January 31st 2024, 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.

[WEEK 11 – February 7th 2024, 12:00 pm – 1:30 pm](#)

Title: I Need Money, What Do I Do?

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 grants, loans and venture capital funding along with mistakes to avoid, ensuring that your fundraising is successful.

[WEEK 12 – February 14th 2024, 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.

[Group Mentoring Session: February 15th 2023 – 12:00 pm – 1:00 pm](#)

Time to Thrive (Month 4-6)

Completing the 12-week accelerated core curriculum is an exciting milestone! Spend the next few months with us completing a pitch deck and/or business plan, accessing resources, and expanding your network. Participate in elective seminars, community events, and other exciting opportunities.