

Mandatory Core Programming *(in-person at the Innovation Quarters unless specified)*

All dates/times/topics are subject to change.

<p>Week of Nov 7 <i>(Meeting date and time to be selected)</i></p> <p> Individual Program Check-in</p>	<p>Discovery Session</p> <ul style="list-style-type: none"> • Intro meeting with the program coordinator and mentor(s) • Selection of individualized schedule of additional programming <ul style="list-style-type: none"> ○ <i>The selection includes a minimum of 8 seminars or events in addition to the core programming. Please see our full schedule of events.</i>
<p>Nov 07 4 pm – 7 pm</p> <p> Core Group Mentoring & Networking</p>	<p>Welcome to the Innovation Quarters: Orientation Session</p> <ul style="list-style-type: none"> • Group introductions, program outline review, and upcoming events • Greater Sudbury Chamber of Commerce membership perks • Networking dinner to follow - get to know your fellow IQ members <ul style="list-style-type: none"> ○ Location TBD
<p>Nov 14 12 pm – 2 pm</p> <p> Core Group Mentoring</p>	<p>Intro to Goal Setting and Business Strategy</p> <ul style="list-style-type: none"> • Group pitch of your business idea or startup • What are S.M.A.R.T. Goals and how to start your planning your business goals • Resources to start building your business strategy
<p>Week of Nov 20 <i>(Meeting date and time to be selected)</i></p> <p> Individual Program Check-in</p>	<p>S.M.A.R.T Goals Review</p> <ul style="list-style-type: none"> • S.M.A.R.T. Goals draft presented to Incubator coordinator and mentor • Final S.M.A.R.T. Goals approved by November 27th
<p>Nov 28 12 pm – 2 pm</p> <p> Core Group Mentoring</p>	<p>Marketing, Website, and Social Media</p> <ul style="list-style-type: none"> • How to start preparing your marketing plan • Different promotional avenues • How to get your business online with a website and other online tools • How to leverage social media as a part of your marketing plan
<p>Dec 05 12 pm – 2 pm</p> <p> Core Group Mentoring</p>	<p>Pricing Strategically and Revenue Streams</p> <ul style="list-style-type: none"> • How to set your pricing based on your target market, market research, and competitor analysis • Different ways to bring in revenue • Professional Photo Fundraiser event occurring at the IQ during this time
<p>Jan 23 12 pm – 1 pm</p> <p> Core Group Mentoring</p>	<p>Small Business Finance (Projections + Statements)</p> <ul style="list-style-type: none"> • How to create a startup budget, cashflow, income statement, and balance sheet

<p>Week of Jan 29 <i>(Meeting date and time to be selected)</i></p>  <p>Individual Program Check-in</p>	<p>Mid-Program S.M.A.R.T. Goal and Business Progress Review</p> <ul style="list-style-type: none"> Meeting with the program coordinator and mentor to review your business improvements and S.M.A.R.T Goals
<p>Feb 13 12 pm – 1 pm</p>  <p>Core Group Mentoring</p>	<p>Building a Winning Pitch</p> <ul style="list-style-type: none"> How to build pitches that lead to successful fundraises A pitch's "must have" checklist, and what you should avoid to get the answers you want
<p>Feb 27 12 pm – 1:30 pm</p>  <p>Networking Event</p>	<p>Entrepreneur Success Stories – Roundtable Discussion</p> <ul style="list-style-type: none"> Location: TBD
<p>Mar 12 12 pm – 1 pm</p>  <p>Core Group Mentoring</p>	<p>Q&A Panel Discussion with Our Mentors and Partners</p> <ul style="list-style-type: none"> Bring forth your last thoughts, questions, and ideas to the table in an open panel discussion
<p>Week of Mar 26 <i>(Meeting date and time to be selected)</i></p>  <p>Individual Program Check-in</p>	<p>Final S.M.A.R.T. Goal and Business Progress Review</p> <ul style="list-style-type: none"> Meeting with the program coordinator and mentor to review your business improvements and S.M.A.R.T Goals
<p>Apr 02 6 pm – 8 pm</p>  <p>Networking Event</p>	<p>Pitch Competition and Closing Celebration</p> <ul style="list-style-type: none"> Present your pitch to our network of industry partners and community supporters Cash prize awarded to the winning pitch! <ul style="list-style-type: none"> Pitch Presentation to be sent in advance by April 1st Location: TBD