

Incubator Program

Draft Schedule & Program Content

MAY – NOV 2024

CORE GROUP PROGRAMMING



WEBINARS & EVENTS



ONE-ON-ONE MENTORING



Core Programming

Mandatory in-person group training at the Innovation Quarters unless specified. *All dates/times/topics are subject to change.*

<p>Week of May 05 <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>May 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>May 28 12 pm – 2 pm</p>  <p>Core Group Mentoring</p>	<p>Intro to Goal Setting</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
<p>Week of May 28 <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 June 11th
<p>June 11 12 pm – 2 pm</p>  <p>Core Group Mentoring</p>	<p>Solidifying Your Product or Service</p> <ul style="list-style-type: none"> • Establishing what it is exactly that you will be selling • Determining what makes your product or service unique • Exploring different ways to sell your product or service
<p>June 25 12 pm – 2 pm</p>  <p>Core Group Mentoring</p>	<p>Target Market – Intro to Marketing</p> <ul style="list-style-type: none"> • Establishing who your service or product is for • How to start preparing your marketing plan • Different promotional avenues

<p>July 23 12 pm – 2 pm</p>  <p>Core Group Mentoring</p>	<p>Website and Social Media</p> <ul style="list-style-type: none"> • Exploring different website platforms • Discussions around web content planning • Social media platforms based on target market
<p>Sept 10 12 pm – 1 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
<p>Week of Sept 17 <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>Sept 24 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, & balance sheet
<p>Oct 08 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>Week of Oct 21 <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>Nov 05 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 supporters. • Cash prize awarded to the winning pitch! <ul style="list-style-type: none"> ○ Pitch Presentation to be sent in advance by October 31st. • Location: TBD

Webinars & Events

Attendance to a minimum of 8 webinars or events is required. *Dates and times are TBD.*



Virtual webinars hosted by the Innovation Quarters on topics such as:

- Understanding Your Market and Your Competition
- Building Your Brand
- How to Generate Sales
- Bookkeeping 101
- Business Loans, Grants, and Funding
- Social Media Content Creation for Small Businesses
- And more



Virtual webinars hosted by the Regional Business Centre virtually on topics such as:

- Exploring Entrepreneurship
- Starting a Small Business
- Developing a Business Model Canvas
- Writing a Business Plan
- Market Research

See the IQ and the Regional Business Centre's calendar of events at innovationquarters.ca/programs/seminars-events/



In-person events hosted by the Greater Sudbury Chamber of Commerce:

- Chamber U workshop events
- Chamber Engage networking
- Chamber Signature Events

Visit sudburychamber.ca/events/ for their calendar of events.

Other events hosted by our network may also be added to the elective training schedule as they come up.

One-on-One Mentoring

Attendance to a minimum of 1 mentoring session per month is required. *Virtual or in person at the IQ.*

Your mentors will provide you with guidance, connect you with their network of potential clients and other industry professionals, and keep you accountable while helping you reach your business goals!



Your private mentoring sessions with your mentors and coordinator can be arranged at a time and location that is convenient for you. Specialty one-time mentoring sessions with industry-specific professionals may be arranged separately if the opportunity and demand arise.

Meet Your Mentors



Karen Hastie

President – **Your Sales Company**

Karen is a seasoned business professional with over 3 decades of experience in owning and operating businesses. She currently serves as the President of Your Sales Company, leveraging her extensive expertise to provide valuable insights and solutions to a wide range of business challenges. Karen is also the creator and founder of the Chamber Perks app which is now available in 20+ cities across Canada. As the Founder of the Serial Seller training workshops, she is passionate about sharing her knowledge in business analysis, branding, engagement, and selling.

- ✓ Business Consulting
- ✓ Marketing Consulting
- ✓ Project Management
- ✓ Strategic Planning
- ✓ Brand Consulting
- ✓ Pricing Strategy



Bernie Aho

Co-Founder – **Critiq**

Bernie has over 18 years of entrepreneurship experience in leading tech industry businesses. Currently, he is the driving force behind the look and feel of Critiq and provides business insight, strategy, and leadership across all teams. An avid photographer, designer, and gamer, Bernie previously co-founded TimeHero and the award-winning cloud-based annotation and marketing review tool ConceptShare which quickly became a leader in Creative Operations management.

- ✓ Product Development
- ✓ User Experience Design
- ✓ Business Development
- ✓ Marketing Management
- ✓ Business Strategy
- ✓ Mobile and Web Applications

Meet Our Team



Melissa Deschênes
Incubator Program Coordinator

Melissa is your main contact at the Innovation Quarters. She will assist you with your business goals, and questions, and will provide some coaching on her domain of expertise. With 14 years of experience in running a successful international design and web agency, Melissa will be using her background as an entrepreneur to assist you during your course of the program and beyond. Melissa has a Graphic Design diploma and certificates in Accessibility, and she is happy to assist you in French and English.

melissa.deschenes@greatersudbury.ca



Jay Lemon
Marketing and Community Officer

Jay is the first person you will see when you walk into the IQ. He can assist you with the IQ space bookings and amenities to help you feel comfortable and welcome. As the Marketing and Community Officer, Jay is also responsible for implementing the marketing and promotion of our programs and services. He has a Commerce degree specializing in Marketing and has worked on various marketing campaigns focused on promoting local businesses and attractions.

Jay.lemon@greatersudbury.ca



Josée Pharand
Business Development Officer

As the Business Development Officer in Entrepreneurship, Josée is responsible for the overall management of the Innovation Quarters and the Regional Business Centre. Josée has a Bachelor of Commerce degree and a Computer Engineering Technologist diploma and brings more than 14 years of experience working with start-ups.

Josee.pharand@greatersudbury.ca

Work at the Innovation Quarters

Working at the IQ encourages collaboration, networking, and a cross-pollination of ideas and training. Join us!



As a part of the Incubator Program, your core training mentoring sessions will take place at the Innovation Quarters at 43 Elm St. in Sudbury.

You also have the opportunity to work at the Innovation Quarters with up to 4 desks for you and your team for up to a year for free! You can even book our private meeting rooms and board rooms to host your own team and client meetings. Our space is secure and accessible on weekdays between 8:30 a.m. and 4:30 p.m.

For more information about the space at the Innovation Quarters please visit: innovationquarters.ca/space

