

# Entrepreneur's Edge (e<sup>2</sup>)

## Professional Development for Entrepreneurs and Innovators OCRI e<sup>2</sup> Program Outline

Next Session: February 9-13, 2009

### **Introduction**

The OCRI Entrepreneur's Edge program (e<sup>2</sup>) is Ontario's best-of-breed professional development program for senior team members in entrepreneurial companies – teams that plan, design and deliver innovative products and services. Now in its 4<sup>th</sup> year, the program is the equivalent of three days of intensive training over a week of half days – allowing entrepreneurs to continue all their current responsibilities, while taking away tools that can be used immediately to solve their most important current challenges.

### **Who should attend e<sup>2</sup>**

The e<sup>2</sup> program is for small business leaders who face any one of three types of growth challenges:

- New products,
- New markets, and/or
- New companies

The positions of attendees typically include: President, CEO, CTO, COO, VP Engineering, VP Marketing, Product Line Management (PLM), Founder, Co-Founder, Advisor, Board of Directors and Investor.

Attendees may be highly experienced business people, who report that the program delivers a highly pragmatic toolkit in all the needed disciplines. They may also be new to entrepreneurship, in which case the e<sup>2</sup> program's delivery of a one-stop, one week, complete toolkit helps them accelerate success with their new offerings and new businesses, in a competitive marketplace.

Multiple members of management teams sometimes attend as a group. These people gain the additional benefit of a common set of business knowledge, success tools, and a common vocabulary for internal dialog. The effect is to reduce internal friction and increase the speed of arrival at key decisions with a strong consensus, and a higher likelihood of success.

### **What is delivered at e<sup>2</sup> – the takeaways for e<sup>2</sup> Attendees**

The e<sup>2</sup> program provides an intensive delivery of highly relevant knowledge on how to achieve innovation success, covering the entire spectrum of needed knowledge – strategic perspective, market and product definition, sales and marketing management, product and IP development, team building, financial planning and business plans/investor presentations.

The e<sup>2</sup> program agenda includes 12 modules lead by innovation veterans and entrepreneurs as instructors. The faculty includes a class manager throughout the week, to help the class maintain

continuity of the various modules. Each day starts early with coffee, juices, and a light continental breakfast. Monday evening there is a dinner meeting with a Guest Entrepreneur providing a short engaging talk with lots of time for questions and answers.

Overall, the e2 Program uniquely delivers a complete set of knowledge and business tools to help attendees achieve entrepreneurial success. Here is the Agenda:

**Day 1 – Monday (7:30am – 1:45pm)**

M0 – Overview – The challenges of early stage company formation and growth

M1 – Strategic Planning – The need for efficient execution

M2 – Team Building and Management – Aligning and growing human capital

Dinner evening (6:00pm to 9:00pm) – with Guest Entrepreneur

**Day 2 – Tuesday (7:30am-12:45pm)**

M3 – Market Strategy – Finding a Market/Product sweet spot

M4 – Market Value Assessment – Nailing customer value to build a successful business

**Day 3 – Wednesday (7:30am-12:45pm)**

M5 – Product Line Management (PLM) – Translating customer needs to actions

M6 – Engineering Management – Intellectual property and execution

**Day 4 – Thursday (7:30am-12:45pm)**

M7 – Marketing Tactics – Getting heard at the lowest cost

M8 – Sales Management – Getting results with the right behaviors

**Day 5 – Friday (7:30am-3:45pm)**

M9 – Financial Management – Developing the financial plan

M10 – Financing the Plan – Nuances of investing

M11 – The Investor’s Perspective – The Pitch and final thoughts

**Why attend – Developing your own Business Case for e2 Participation**

Attending e2 requires a modest investment of time and money, and there are various return-on-investment scenarios depending on your situation, both in your business and in your professional career. Multiple potential benefits can apply:

- For experienced people, it fills in the knowledge/experience gaps with pragmatic tools from the top practitioners in all the needed disciplines
  - These attendees will have the greatest gains, since they can typically implement the new knowledge most quickly, with application to specific current business issues
- For inexperienced people – it provides one-stop knowledge and takeaways to achieve success with new products, new markets or new companies
- It delivers tools that can be used immediately for any small business or early stage company – so the week of intensive learning is a top priority use of time.

- For established small companies it allows them to de-risk their business plans for “2<sup>nd</sup> product line” or “new market” expansion

From a financial perspective, the e2 Program delivers tools that can be used by attendees to help achieve measurable benefits. Our Alumni rave about the benefits they receive from the e2 program – and we can introduce you to a graduate who faces business challenges similar to yours. The testimonials below give real examples, from real attendees. Build your own business case based on your own situation, using benefit areas relevant to your business, such as:

- Avoid months of delay in attaining key business milestones
- Avoid costly errors in resource allocation, which are common in small businesses as they grow
- Accelerate revenue ramp up with a new product line
- Accelerate the attraction of investment funding

The program is supported by the Province of Ontario and as a result, this \$3,000 program is being offered for \$1395 – a reasonable investment. Now is the time for action.

The next session is scheduled for Feb 9-13, 2009 at the OCRI boardroom at 2625 Queensview Drive. Seating is limited to 14 attendees – make your plans early and register early. For assistance in evaluating the program for your particular situation, contact Peter Fillmore, Program Manager, at 828-6274 ext. 273 or [pfillmore@ocri.ca](mailto:pfillmore@ocri.ca) .

Registration can be done by phoning the OCRI Entrepreneurship Centre at 560-6081 ext. 0 and asking for Christine Evans. More information is available on-line at [www.entrepreneurship.com/theedge](http://www.entrepreneurship.com/theedge) .

### **Success Stories from e2 Alumni – Testimonials**

**“We used the e2 toolkit to tighten the focus of our market entry strategy – investors were immediately impressed, and we landed a \$500K seed round within months after attending e2. It works.”**

**Matthew Williams, Founder, iPeak Networks Inc.**

**“We used knowledge gained from the e2 program to solidify our project management and marketing skills. These skills directly impacted our proposal writing approach and led to us winning a \$300K contract with a new client, opening the door to substantial additional opportunity. This happened within 6 months of our CTO and me completing the Entrepreneur’s Edge (e2) program. The program was also a great team building experience. I highly recommend it!”**

**John M. Seck, President, BlackCherry Digital Media**