

# entrepreneur's edge



Entrepreneur's Edge (e2) is a five half-day business skills bootcamp designed specifically for founders and senior management of small and medium sized technology companies.

The week-long e2 program and follow-on e2+ sessions are designed to provide technology entrepreneurs with a solid grounding in the essentials for technology business success and with advice and guidance from those who have been there, done that.

#### Course Objectives

- Equip companies to develop a good business design to reduce the risk of failure
- Improve company start-up and growth process for novice and experienced entrepreneurs
- Provide a peer support environment

#### Target Audience:

- Technology company founders and their teams
- Committed entrepreneurs looking to deepen their understanding

#### e2 Curriculum by Day

- Strategy, Building Teams and Boards
- Market Strategy, Defining Customer Value
- Networking Dinner
- Product Management, Engineering Management
- Tactical Marketing, Sales Management
- Financial Management, Raising Funding
- Company pitch presentations

***"Invest five half-days, earn returns for years to come"***

**May 31 - June 4, 2010 - Peterborough, Ontario**

**This program is being offer by the Greater Peterborough Innovation Cluster for \$945  
(Regular OCRI price = \$1395, Discount of \$450)**

**Space is extremely limited (maximum 12 registrants). Register today!**

For more information contact:

Lauren Gogo, Commercialization Officer, Greater Peterborough Innovation Cluster  
705.748.1011 Ext. 7001, [lgogo@innovationcluster.ca](mailto:lgogo@innovationcluster.ca)

Developed by the Ottawa Centre for Research and Innovation (OCRI)

**OCRI | ENTREPRENEURSHIP CENTRE**



# e2



## Registration Form

### e2- Entrepreneur's Edge Program Professional Development for Entrepreneurs and Innovators

Monday, May 31<sup>st</sup>-Friday, June 4, 2010  
Greater Peterborough Area Economic Development Corporation, Board Room

<b>Company Name:</b>		<b>Contact Name:</b>	
<b>Mailing Address:</b>		<b>Telephone:</b>	
		<b>FAX:</b>	
		<b>E-mail:</b>	

COST	
<b>\$945</b>	Includes: <ul style="list-style-type: none"> <li>- week of sessions</li> <li>- continental breakfast</li> <li>- networking dinner Monday, May 31<sup>st</sup></li> <li>- all course materials</li> </ul>

AGENDA		
Day	Date & Time	Modules
1	Monday, May 31 Course: 7:30am-1pm Networking dinner: 6-9pm featuring guest speaker Michael Skinner, CEO of Operitel Corporation	M0: Overview- The forces on new company formation M1: Strategic Planning- The need for efficient execution M2: Team Building and Management- Aligning & growing human capital
2	Tuesday, June 1 Course: 7:30am-1:00pm	M3: Market Strategy- Finding a market/product sweet spot M4: Determining Market Value- Nailing customer value to build a successful business
3	Wednesday, June 2 Course: 7:30am-3:00pm	M5: Product Management- Translating customers needs to actions M6: Engineering Management- Intellectual property & execution
4	Thursday, June 3 Course: 7:30am-1:00pm	M7: Marketing Tactics- Getting heard at the lowest cost M8: Sales Management- Get results with the right behaviours M9: Financial Management- Develop the Financing plan
5	Friday, June 4 Course: 7:30am-4:00pm	M10: Financing the Plan-Nuances of Investing M11: The Investor's Perspective- The Pitch and final thoughts

PAYMENT			
<input type="checkbox"/> Cash	<input type="checkbox"/> Cheque	<input type="checkbox"/> Master Card	<input type="checkbox"/> Visa
Name as it appears on Card:			
Card Number:		Expiry Date:	
Cardholder Signature:			

*Please note: the charge on the credit card will appear as "Business Advisory Centre".*

If you are paying by cheque, please make it payable to the **Greater Peterborough DNA Cluster** and mail to the address below along with your Registration Form.

Please forward your completed Sponsorship Agreement with payment by **Monday, May 17, 2010** to: **Lauren Gogo**

Lauren Gogo, Commercialization Officer  
Greater Peterborough Innovation Cluster  
1600 West Bank Drive  
Peterborough, ON K9J 2K9

Phone: (705) 748-1011 ext. 7001  
Fax: (705) 748-1147  
E-mail: [lgogo@innovationcluster.ca](mailto:lgogo@innovationcluster.ca)  
[www.innovationcluster.ca](http://www.innovationcluster.ca)