

Discover

Oct 1 - Nov 30

Hand Book

F A L L 2 0 2 4



PROGRAM OVERVIEW

[Memorial's Entrepreneurship Training Program](#) (ETP) was started in 2012 and aims to help graduate students develop the knowledge and skills necessary to start and run successful business ventures. Currently, The School of Graduate Studies conducts the ETP via the contribution agreement agreed upon between the Atlantic Canada Opportunities Agency (ACOA) and Memorial University.

Memorial's Entrepreneurship Training Program (ETP) was started in 2012 and aims to help and foster graduate students develop the knowledge and skills necessary to start and run successful business ventures.

The ETP received a national award from the Canadian Association of Career Educators and Employers (CACEE) for Excellence in Innovation and Student Engagement in 2013. It also received a national award for Program Innovation from the National Student Awards and Services Association, a division of the Canadian Association for College and University Student Services (CACUSS).

Contact Information:

The ETP is organized and administered by **Dr. Hanh Do**, the ETP Program Coordinator.

Email: dtmaihanh@mun.ca

Office: IIC-2012, Bruneau Centre for Research and Innovation

ETP's Main Objectives:

- To encourage innovative new start-ups and other entrepreneurial ventures.
- To foster the attitudes and behaviours necessary for successful entrepreneurship among international and domestic graduate students.
- To acquire the knowledge and skills germane to entrepreneurship.
- To increase the problem-solving skills that are key to entrepreneurship, leading to increased problem identification, critical thinking and teambuilding.
- To identify and stimulate entrepreneurial drive, talent and skills.
- To impart information about organizations in the local entrepreneurial ecosystem to ETP participants and to connect them to relevant contacts and resources.



Structure of the Entrepreneurship Training Program (ETP) Discover – Fall 2024

The ETP Discover – Fall 2024 gives aspiring students a comprehensive introduction to starting and running a business. The program is offered in October and November 2024 through Brightspace. It consists of two main parts: Workshop Module (Self-study Theoretical Lessons, Online and Asynchronous) and Special Topic Session (Practical Lessons, Hybrid Mode and Synchronous). All course content, materials, and relevant information will be posted weekly on the [Brightspace](#) of the ETP Discover – Fall 2024. Therefore, it is participants' responsibility to access Bright Space to receive those pieces of information.

Additionally, ETP participants are encouraged to join drop-in meetups after special topic sessions from 3.30 -4.30 pm in IIC-2012 (Bruneau Building). You can also book another appointment with the ETP Coordinator via email during office hours. The purpose of the meetups is to guide ETP participants individually, give group advice and partner findings on their business ideas, and refer them to resources in the Entrepreneurship Ecosystem in NL that will be helpful for their entrepreneurial intention.

Part 1: Workshop Module (Self-study theoretical lessons, online through Brightspace, asynchronous)

This component comprises eight workshops that provide you, ETP participants, with skill sets (available in the course content section). Each workshop will be delivered every Tuesday at 10 am (from October 1, 2024, to November 19, 2024) on the [Brightspace](#).

ETP participants are encouraged to access Brightspace to self-study on their own time and complete the assigned tasks weekly and before the Special Topic Session. Reason: ETP participants will have opportunities to understand more about theoretical knowledge in the workshops through practical expertise brought from the Special Topic Sessions. Alternatively, you are allowed to complete all workshop tasks by November 26, 2024.



Part 1: Workshop Outline



October 1 Workshop 1: Ideation & Lean Canvas

- How to identify business opportunities
- How to apply the lean canvas model



October 29 Workshop 5: Business Structure

- Different forms of business structure, including general pros and cons
- How to explore the best options for business structure
- Important resources and supports for determining and setting up business structure



October 8 Workshop 2: Research & Customer Interviews

- Importance of research and customer interviews
- How to conduct and gather information for a customer interview How to develop a market research plan
- How to make revisions to the lean canvas based on research and customer interviews



November 5 Workshop 6: Business Plans

- Basic components of a business plan
- Different forms of business plans and their function (lean canvas vs. a business plan for funding, etc.)
- Developing an idea into a more formal plan from the lean canvas



October 15 Workshop 3: Skills Identification & Team Building

- How to identify personal skills and knowledge and how they apply to business
- How to identify the necessary skills to move forward with a business and the gaps between these skills and existing knowledge
- How to develop a plan to fill skill gaps (team members, mentors, etc.)



November 12 Workshop 7: Financing

- How to identify what financial resources are required
- How to develop a plan for funding and identify the best sources for funding if required



October 22 Workshop 4: Mentors & Advisors

- Awareness of the difference between mentors and advisors
- How to identify what mentors and advisors are needed for a business Options for where to find mentors and advisors



November 19 Workshop 8: Resources; Supports in NL

- Review of supports and resources in NL and what they offer to whom
- Identifying a 'roadmap' of these resources for a specific business (i.e. what resources at what time)

Instructions for accessing Bright Space for the workshop module:

You will be added to the Bright space course before October 1, 2024. If you apply for this program after this date, it will take around 1-2 days to be added. We will email you and let you know when you can access [Brightspace](#).

Step 1: On every Tuesday from 10 am (starting from October 1, 2024), access [Brightspace and select the course titled "ETP Discover – Fall 2024."](#)

Step 2: Select Content/Workshop Module /Workshop 1 (or 2, 3...8) to view and self-study the materials provided for that workshop.

Step 3: Visit Discussions/Post-workshop Reflection 1 (or 2, 3...8) to do your task as described in the ETP Handbook: completing 1 thread and 1 post for each workshop.

• **Thread:** It is the content you answer the discussion questions of each workshop. Click Post-workshop Reflection 1 (or 2, 3...8)/Click "Start a new thread": You can create the subject for your thread at the small box, then answer the workshop's questions in the big box. After completing, please click "Post"

• **Post:** It is the content you reply to another ETP student's thread. Click Post-workshop Reflection 1 (or 2, 3...8)/select and click any thread below created by another ETP student/Click "Reply to thread" to comment or discuss their content in the big box. Notes: you don't need to create a new subject; just keep the current one in the small box. After completing, please click "Post"

Requirements:

Make sure that you log in to your Brightspace every Tuesday. You are encouraged to review the material, including text, videos, links, and session recordings weekly.

Initially, you will be required to read and self-study the material and videos (if any) on the course content of the relevant week. Then, you have to answer the questions of the post-workshop reflection for each week (your threads). Instructions will be provided in the Discussion section. Finally, students must select and reply to another (any) participant's thread (your posts).

Deadline: You will have time until November 26, 2024, to complete at least 5 out of 8 post-workshop reflections, which include 5 threads and 5 posts.





Part 2: Special Topic Session

(Online and in-person modes)

This component includes 9 interactive sessions, starting from October 3, 2024 that are weekly presented by excellent, experienced experts, entrepreneurs, or guest professors. ETP students will have opportunities to understand more about theoretical knowledge in the workshop module and through practical expertise brought from the Special Topic Session.

Session 1: Ideation

Speaker:

Dr. Carlos Bazan

*Associate Professor,
Technology Entrepreneurship,
MUN*

Date: Thursday, October 3, 2024

Time: 2 – 4 pm

Venue: IIC 2001, Bruneau Centre for
Research and Innovation

Mode: In-person

Joint link: <https://mun.webex.com/mun/j.php?MTID=m7f5e4ac7ac1f136d392fafbeef9a9fd6>

Notes for this session only:

This session will be hosted in the in-person mode. It will be recorded, and its video posted on Bright Space for ETP students in Grenfell and Marine Institute campuses.

Session 2: Innovating for Success: Leveraging Technology and Strategy in Modern Entrepreneurship

Speaker:

Michael Babalola

*Web Advisor, Special Projects, MUN
CEO / Co-founder, Kiderra*

Ayopo Onafowokan

COO / Co-founder, Kiderra

Date: Friday, October 11, 2024

Time: 2 – 3 pm

Venue: EN 2043, Engineering
and Applied Science -S.J. Carew
Building (EN)

Mode: Hybrid mode (In-person
and online)

Joint link: <https://mun.webex.com/mun/j.php?MTID=mae22651967f247edf2eabc2d60940576>

Session 3: A Systematic Approach to Entrepreneurship.

Speaker:

Dr. Blair Winsor

*Professor, Faculty of Business
Administration, MUN*

Date: Thursday, October 17, 2024

Time: 2 – 3 pm

Venue: EN 2006, Engineering
and Applied Science -S.J. Carew
Building (EN)

Mode: Hybrid mode (In-person
and online)

Joint link: <https://mun.webex.com/mun/j.php?MTID=m27676ef4ac4b26ad2c7eed2297410d86>

Session 4: In a Nutshell: Setting up a Tech Business in NL.

Speaker:

Aidan Moore

*Success Manager,
Pre-Incubation, Genesis*

Mathew

Cadigan, Startup

Development

Coordinator, Genesis

Date: Thursday, October 24, 2024

Time: 2 – 3 pm

Venue: EN 2006, Engineering
and Applied Science -S.J. Carew
Building (EN)

Mode: Hybrid mode (In-person
and online)

Joint link: <https://mun.webex.com/mun/j.php?MTID=m27676ef4ac4b26ad2c7eed2297410d86>



SPECIAL TOPIC SESSION SCHEDULE

Session 5: Setting up a Non-tech Business in NL in a Nutshell

Speaker:

Kyle Hickey

*StartUp Coach,
PropellICT*

Date: Thursday, October 31, 2024

Time: 2 – 3 pm

Venue: EN 2006, Engineering and Applied Science -S.J. Carew Building (EN)

Mode: Hybrid mode (In-person and online)

Joint link: <https://mun.webex.com/mun/j.php?MTID=m27676ef4ac4b26ad2c7eed2297410d86>

Session 6: The Lean Canvas and You

Speaker:

Ogaga Johnson

*Founder & CEO,
Verisuit Company*

Date: Thursday, October 31, 2024

Time: 2 – 3 pm

Venue: EN 2006, Engineering and Applied Science -S.J. Carew Building (EN)

Mode: Hybrid mode (In-person and online)

Joint link: <https://mun.webex.com/mun/j.php?MTID=m27676ef4ac4b26ad2c7eed2297410d86>

Session 7: A Guide to Business Incorporation.

Speaker:

Dean Doyle

*Director,
Commercial Registrations Division,
Digital Government and Service NL*

Date: Thursday, November 14, 2024

Time: 2 – 3 pm

Venue: EN 2006, Engineering and Applied Science -S.J. Carew Building (EN)

Mode: Hybrid mode (In-person and online)

Joint link: <https://mun.webex.com/mun/j.php?MTID=m27676ef4ac4b26ad2c7eed2297410d86>

Session 8: Share from and talk with Entrepreneur

Speaker:

Johan Arcos-Mendez

*Founder & CEO,
InVerte - Intelligent Positioning*

Date: Thursday, November 21, 2024

Time: 2 – 3 pm

Venue: EN 2006, Engineering and Applied Science -S.J. Carew Building (EN)

Mode: Hybrid mode (In-person and online)

Joint link: <https://mun.webex.com/mun/j.php?MTID=m27676ef4ac4b26ad2c7eed2297410d86>

Session 9: Panel session: Resource Support for the Entrepreneurship in NL

Panelist:

CBDC, Genesis, MCE, PropellICT, RIO, WhiteRock NL & Work Global Canada Inc., and YMCA

Date: Thursday, November 28, 2024

Time: 2 – 4 pm

Mode: Online

Joint link: <https://mun.webex.com/mun/j.php?MTID=m210a9cb33b8b56f176e2bdb647345812>

Closing Ceremony

Agenda:

- Certificate awarding ceremony
- Lunch and Networking

Date: Thursday, November 28, 2024

Time: 1 – 3 pm

Venue: The Landing (UC3015)

Mode: In-Person

Participants:

ETP students and guest speakers and experts.

Instructions for attending the Special Topic Sessions

Before the session:

- For St. John's campus students:

Please be available at the venue at least 5 minutes in advance. And, please always confirm your attendance by filling out the QR code (provided at the venue) to keep records and attendance check.

- For Grenfell, Marine institute campus students:

Please access the joint link provided in the schedule. You don't need to do anything for the attendance check, as Webex will automatically record it.

After the session:

Session's recordings and materials (if any):

It is usually available 1-2 days after the session on [Brightspace](#) and in the course titled "ETP Discover – Fall 2024." Please visit Content/Special Topic Session/ select Session 1(or 2,3,...9) to review the session recordings and its materials.

Session's photos:

Beautiful photos of these special topic sessions are available in the Content/Program Information & Outline /Session 1(or 2,3...9) Photos.

Requirements:

All ETP students are required to attend the sessions (in person or online) at the same time. Except for ETP students who have been approved to obtain the special policy mentioned below.

- St. John's campus students must attend synchronously at least 5 (five) sessions in person.
- Marine Institute and Grenfell campus students: must attend synchronously at least 5 (five) sessions online

Special policy:

Students who cannot synchronously attend the Special Topic Sessions as required due to their recurrent study schedule conflict or taking care of the little child(ren) can apply for this policy by contacting the program coordinator at dtmaihanh@mun.ca. By obtaining this policy, eligible students are allowed to review the sessions' recordings weekly on their own time. They are required to set aside time to review all recordings you missed. This activity will be checked carefully as the attendance requirement for the component of Special Topic Sessions to obtain the certificate of ETP Discover-Fall 2024.

To get this special policy approved, please provide the ETP Coordinator via email:

- The proof of your course coincides with the specific topic sessions (which session(s), its title, date and time). Please be advised that you must attend if other sessions occur on another date and time.
- Your instructor's full name and email contact.

Summary of criteria for receiving the certificate of the ETP Discover-Fall 2024
Please note that, besides obtaining the knowledge and invaluable experiences in entrepreneurship and business from this ETP Discover program, you can add this certificate to your resume to become a more robust job applicant in the near future

Summary of criteria for receiving the certificate of the ETP Discover-Fall 2024

Items	Number required	Deadlines
Please follow ETP Facebook at https://www.facebook.com/mun.etp LinkedIn: MUN Entrepreneurship Training Program Alumni: https://www.linkedin.com/groups/8618570/	Please follow	As soon as possible to receive helpful information and communication for and with ETP participants and alumni.
Complete your Introduction (Your first thread in this discussion section in Brightspace)	01 thread	October 30, 2024
Answer the discussion questions for each post-workshop reflection each week (Your thread)	05 threads	You will have until November 26, 2024, to complete at least 5 threads Tips: Completing the thread every week is the most effective way to gain ETP knowledge as it usually relates to the Special Topic Sessions.
Reply to at least one student's thread each week (Your post)	05 posts (asynchronous)	You will have until November 26, 2024, to complete at least 5 posts.
Attend at least 5/9 Special topic Sessions	05 Attendance (Synchronous)	<ul style="list-style-type: none"> St. John's campus students: In-person Attendance Marine, Grenfell campus students: Online Attendance Not applicable for Special policy students. Review the session's recordings are required at their own time
Complete one anonymous post-program survey (the survey link will be posted on November 28, 2024)	01 post-program survey	November 30, 2024
Optional: ETP participants are encouraged to attend drop -in meetups (individually or in groups) at least once during the Program, after special topic sessions from 3.30 -4.30 pm in IIC -2012 (Bruneau Centre for Research and Innovation). You can also book an appointment with the ETP Coordinator from 10.30-4.30 pm on Wednesdays (Online) and Fridays (In-person or online) in IIC-2012. The purpose of the meets up is to guide students individually, give group advice and partner findings on their business ideas and refer them to resources in the Entrepreneurship Ecosystem in NL that will be helpful for their entrepreneurial intention.		

OTHER IMPORTANT INFORMATION

Communication

Communication throughout the ETP will be done through Brightspace. You are required to monitor the announcements and content pages for any updates or relevant information.

If you have any questions or enquiries, please contact Dr. Hanh Do, ETP Program Coordinator.

- Email: dtmaihanh@mun.ca
- In Office: Thursdays and Fridays
- Online: Mondays, Tuesdays and Wednesdays

Recordings

ETP sessions will mostly be recorded before being uploaded on Brightspace. Participants are not required to speak or use the video if they are uncomfortable doing so. They will be allowed to type questions in the chat and follow up by email.

Only ETP participants and individuals authorized by Memorial University can view the recordings. Recording sessions, events or any other activities or components of the ETP by anyone other than those authorized by Memorial University is not permitted.

Materials and Resources

Presentation materials, slides, handouts and other materials and resources provided throughout the ETP are protected by copyright legislation. These resources are solely intended for the program participants registered in the ETP. They are not to be modified, copied, distributed or used for any other purpose than the use of the ETP participants as review materials and program resources. Copyright legislation applies to all of the ETP content. All materials/content provided through this program are copyrighted by the individual presenters, their organization, or Memorial University.

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Instagram: <https://instagram.com/mun.etp>

LinkedIn: MUN Entrepreneurship Training Program Alumni:

<https://www.linkedin.com/groups/8618570/>

LinkedIn: ETP Coordinator:

www.linkedin.com/in/thi-mai-hanh-do-56972187



