

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

All dates/times/topics are subject to change.

<p>Week of <b>Nov 7</b> <i>(Meeting date and time to be selected)</i></p>  <p><b>Individual</b> Program Check-in</p>	<p><b>Discovery Session</b></p> <ul style="list-style-type: none"> <li>• Intro meeting with the program coordinator and mentor(s)</li> <li>• Selection of individualized schedule of additional programming                             <ul style="list-style-type: none"> <li>○ <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></li> </ul> </li> </ul>
<p><b>Nov 07</b> 4 pm – 7 pm</p>  <p><b>Core Group</b> Mentoring &amp; Networking</p>	<p><b>Welcome to the Innovation Quarters: Orientation Session</b></p> <ul style="list-style-type: none"> <li>• Group introductions, program outline review, and upcoming events</li> <li>• Greater Sudbury Chamber of Commerce membership perks</li> <li>• <b>Networking dinner to follow</b> - get to know your fellow IQ members                             <ul style="list-style-type: none"> <li>○ Location TBD</li> </ul> </li> </ul>
<p><b>Nov 21</b> 12 pm – 2 pm</p>  <p><b>Core Group</b> Mentoring</p>	<p><b>Intro to Goal Setting and Business Strategy</b></p> <ul style="list-style-type: none"> <li>• Group pitch of your business idea or startup</li> <li>• What are S.M.A.R.T. Goals and how to start your planning your business goals</li> <li>• Resources to start building your business strategy</li> </ul>
<p>Week of <b>Nov 20</b> <i>(Meeting date and time to be selected)</i></p>  <p><b>Individual</b> Program Check-in</p>	<p><b>S.M.A.R.T Goals Review</b></p> <ul style="list-style-type: none"> <li>• S.M.A.R.T. Goals draft presented to Incubator coordinator and mentor</li> <li>• Final S.M.A.R.T. Goals approved by November 27<sup>th</sup></li> </ul>
<p><b>Nov 28</b> 12 pm – 2 pm</p>  <p><b>Core Group</b> Mentoring</p>	<p><b>Marketing, Website, and Social Media</b></p> <ul style="list-style-type: none"> <li>• How to start preparing your marketing plan</li> <li>• Different promotional avenues</li> <li>• How to get your business online with a website and other online tools</li> <li>• How to leverage social media as a part of your marketing plan</li> </ul>
<p><b>Dec 05</b> 12 pm – 2 pm</p>  <p><b>Core Group</b> Mentoring</p>	<p><b>Pricing Strategically and Revenue Streams</b></p> <ul style="list-style-type: none"> <li>• How to set your pricing based on your target market, market research, and competitor analysis</li> <li>• Different ways to bring in revenue</li> <li>• Professional Photo Fundraiser event occurring at the IQ during this time</li> </ul>

<p><b>Jan 23</b> 12 pm – 1 pm</p>  <p><b>Core Group</b> Mentoring</p>	<p><b>Small Business Finance (Projections + Statements)</b></p> <ul style="list-style-type: none"> <li>• How to create a startup budget, cashflow, income statement, and balance sheet</li> </ul>
<p>Week of <b>Jan 29</b> <i>(Meeting date and time to be selected)</i></p>  <p><b>Individual</b> Program Check-in</p>	<p><b>Mid-Program S.M.A.R.T. Goal and Business Progress Review</b></p> <ul style="list-style-type: none"> <li>• Meeting with the program coordinator and mentor to review your business improvements and S.M.A.R.T Goals</li> </ul>
<p><b>Feb 13</b> 12 pm – 1 pm</p>  <p><b>Core Group</b> Mentoring</p>	<p><b>Building a Winning Pitch</b></p> <ul style="list-style-type: none"> <li>• How to build pitches that lead to successful fundraises</li> <li>• A pitch's "must have" checklist, and what you should avoid to get the answers you want</li> </ul>
<p><b>Feb 27</b> 12 pm – 1:30 pm</p>  <p><b>Networking Event</b></p>	<p><b>Entrepreneur Success Stories – Roundtable Discussion</b></p> <ul style="list-style-type: none"> <li>• Location: TBD</li> </ul>
<p><b>Mar 12</b> 12 pm – 1 pm</p>  <p><b>Core Group</b> Mentoring</p>	<p><b>Q&amp;A Panel Discussion with Our Mentors and Partners</b></p> <ul style="list-style-type: none"> <li>• Bring forth your last thoughts, questions, and ideas to the table in an open panel discussion</li> </ul>
<p>Week of <b>Mar 26</b> <i>(Meeting date and time to be selected)</i></p>  <p><b>Individual</b> Program Check-in</p>	<p><b>Final S.M.A.R.T. Goal and Business Progress Review</b></p> <ul style="list-style-type: none"> <li>• Meeting with the program coordinator and mentor to review your business improvements and S.M.A.R.T Goals</li> </ul>
<p><b>Apr 02</b> 6 pm – 8 pm</p>  <p><b>Networking Event</b></p>	<p><b>Pitch Competition and Closing Celebration</b></p> <ul style="list-style-type: none"> <li>• Present your pitch to our network of industry partners and community supporters</li> <li>• Cash prize awarded to the winning pitch!             <ul style="list-style-type: none"> <li>○ Pitch Presentation to be sent in advance by April 1<sup>st</sup></li> </ul> </li> <li>• Location: TBD</li> </ul>