

Startup Primer 2017



Contact: Madeline Dowhaniuk, Programs Specialist, Entrepreneur Development • mdowhaniuk@innovatecalgary.com

Series Details

Don't know where to start with your business idea? This brief workshop session will prime you with the basic foundation to help move you in the right direction. Startup Primer is a condensed and high level overview of our Innovator's Toolkit and Discover programs. Topics of interest covered include: how to analyze your business opportunity, customer interview techniques to learn their needs, and how design a business model based on real customer feedback -- all without risking significant time or money! By the end of this workshop, you will walk away with a first draft of your business model, with input from an experienced startup advisor, which you can use to launch your venture.

Audience: Accessible to anyone who is interested in starting a venture, even while working full-time, but is not sure where to start

Schedule: All sessions will take place from 6-8:30pm.

January 26, 2017	July 20, 2017
February 23, 2017	August 17, 2017
March 23, 2017	September 21, 2017
April 27, 2017	October 19, 2017
May 25, 2017	November 16, 2017
June 22, 2017	December 21, 2017

Location: Alastair Ross Technology Centre, 3553 – 31 Street NW, Calgary, AB

Cost: \$45 + GST **Student Pricing:** \$35 + GST

Register Online: <https://startupprimer.eventbrite.ca>