

# e ntrepreneur 1.0

turning knowledge into capital



the ultimate entrepreneur BOOT CAMP



## ABOUT TECHALLIANCE

TechAlliance is a member-driven organization that represents, supports and helps to accelerate the growth of knowledge-based businesses in London and region. TechAlliance focuses on networking, knowledge-sharing, capitalization, collaboration and retention tools, and member marketing initiatives for over 140 regional information technology, life sciences and advanced manufacturing companies as well as related professional service providers, and is committed to helping develop the region's emerging knowledge-based industries into a collective economic powerhouse.



## ABOUT TECHALLIANCE VENTURE SERVICES (TAVS)

TAVS is a program dedicated to raising capital and increasing prosperity in London by increasing the number of and funding for the region's early stage technology companies. The Program, which is focused on helping companies become investor-ready, is led by a Council of nearly 20 successful local business leaders and offers a 6-stage development program, including initial opportunity assessment, engagement, business planning, team building, showcasing and capital acquisition. In 2006, TAVS secured \$500K of investment for one local company with others at various states in the mentoring process. For more information, please visit: <http://www.techalliance.ca/venture.aspx>.

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## so **YOU** want to be an entrepreneur...

*Or perhaps you already are? Looking to hone your entrepreneurial or business management skills, or ready to take your business to the next level? **Look no further.***

Register today for **Entrepreneur1.0**: the ultimate business boot camp. Presented by TechAlliance Venture Services and sponsored by the Institute for Entrepreneurship at the Richard Ivey School of Business, **E1.0** will help participants understand key issues surrounding planning for the success of a start-up or early stage company.

In this 9-week intensive course, participants will acquire practical tools and knowledge to manage business challenges, and develop the support network of peers and professional service providers that every entrepreneur needs. Course modules include business planning, financing, investment processes, legal issues and marketing for knowledge-based businesses.

**Sessions will be offered once a week on Tuesdays in Ivey 2R09 (main UWO campus), 6:00 p.m. - 8:30 p.m., from October 03 to November 28, 2006.**

As a members-only benefit, TechAlliance members receive a **40% discount** on the registration fee.

For more information, please contact:

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## what you'll learn

This 9-week intensive course covers a range of topics related to entrepreneurialism, with each module building on the last:

- SESSION I: The Evolution of a Business
- SESSION II: Intellectual Property and Technology Management
- SESSION III: Financing, Funding and Tax Issues
- SESSION IV: Operations
- SESSION V: The Investment Process
- SESSION VI: Marketing and Sales
- SESSION VII: Legal Issues
- SESSION VIII: Strategy and the Business Plan
- SESSION IX: Communications and Networking, Final Reception

### Fees:

**\$295 for TechAlliance members**  
**\$495 for non-members**

*Full course details will be available on the TechAlliance website in August. Stay tuned!*



[www.techalliance.ca/venture.aspx](http://www.techalliance.ca/venture.aspx)