

Growing Your Business Breakfast Sessions

Session 1 - How to Create a Successful Business Model

September 16, 2008
7:30 - 10:00 a.m.

Faculty Club
South Building
at the University of
Toronto Mississauga
3359 Mississauga Rd. North
(DIRECTIONS HERE)

Pre-registration \$20
At the door \$25
For the series \$150
of 10 seminars

Registration fee includes
breakfast & parking.

REGISTER HERE
or contact Na Fan at
905-569-4446 or
na.fan@ric-centre.on.ca.



Guest Speakers:

Andrew Maxwell, University of Toronto Mississauga

Andrew founded two environmental technology companies and created a wireless, medical device and web company. He joined the U of T's Innovation Foundation and founded its technology incubator where he helped create 30 technology businesses, as well as teaching at the Rotman School of Business. Andrew will discuss:

- What is a business model
- New and innovative business models – how they are changing the economic landscape
- Innovative practices that employers can use to improve competitiveness

John Cook, Managing Partner, Investeco Capital

Prior to joining Investeco, John was President and Chief Operating Officer of MaRS Discovery District where he led corporate development and strategy from 2001 to 2005. John has also held executive positions at AIM Funds Management Inc. and BPI Financial Corporation. He was a founder and Board Member for the Biotechnology Council of Ontario and a founding member of the National Angel Organization. John will discuss:

- What are the key aspects of a successful business model from an investor's perspective
- What are the key points in a business model that attract investment
- How to leverage your business model by partnership with other companies

Ron McKenzie, CEO, Octopz

Ron McKenzie oversees all aspects of Octopz and is chartered with leading the strategic development and growth of Octopz in the marketplace. He has held leadership roles in the computing and communications sector with companies such as Hewlett Packard, SGI, FORE Systems and most recently as Executive Vice President, Marketing and Business Development, of MTS/Allstream (formerly AT&T Canada). Ron will discuss:

- Business model design and implementation – how do you balance resources to future revenues
- The realities of managing continuous change

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September 16, 2008	How to create a successful business model
October 7, 2008	Innovative development and convergence in Mississauga's primary industries
November 11, 2008	Marketing Communications
December 9, 2008	Marketing your technical innovation and prototype
January 6, 2009	Intellectual Property
February 10, 2009	How to put together a talented advisory board
March 10, 2009	Basics of human resource management
April 7, 2009	Understanding a term sheet and shareholder agreement
May 5, 2009	Licensing and strategic partnerships
June 9, 2009	Putting it all together for a successful pitch to investors

Visit www.ric-centre.on.ca for event details

presented by



“Growing Your Business”
is a speaker series of
10 consecutive monthly
breakfast events to
help entrepreneurs
fast track commercialization.

All sessions will be held at the
Faculty Club at the University
of Toronto Mississauga
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