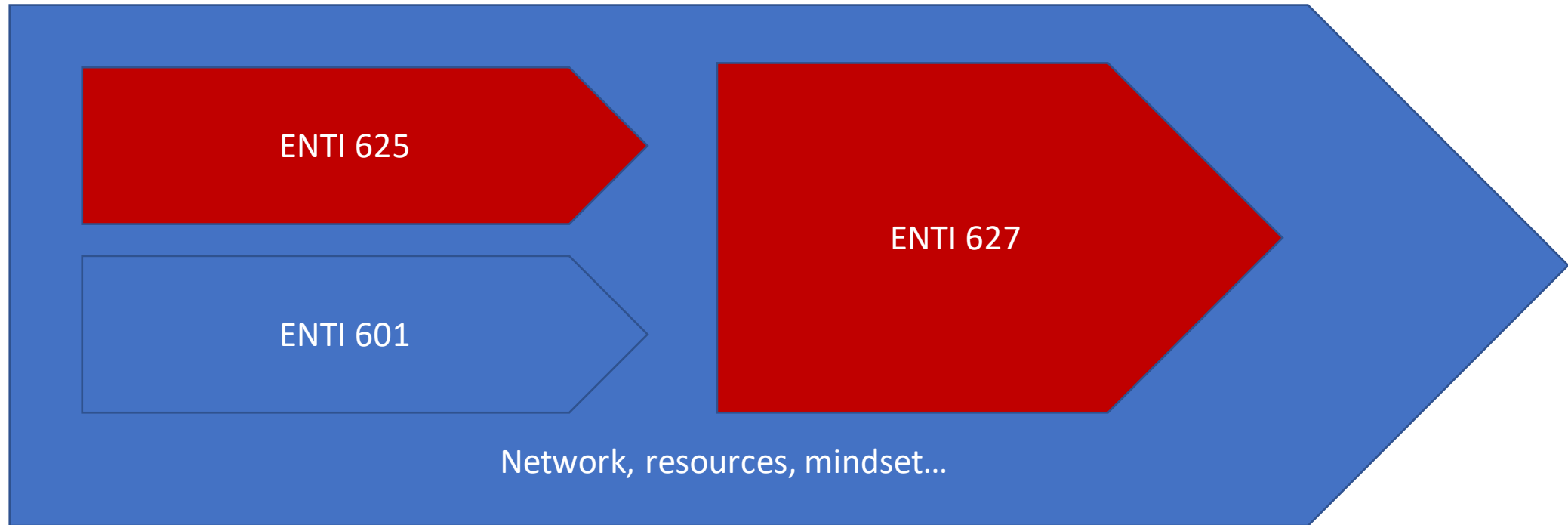


Entrepreneurship and Innovation Option

ORIENTATION

Dr Chad Saunders

What is the EI Option?



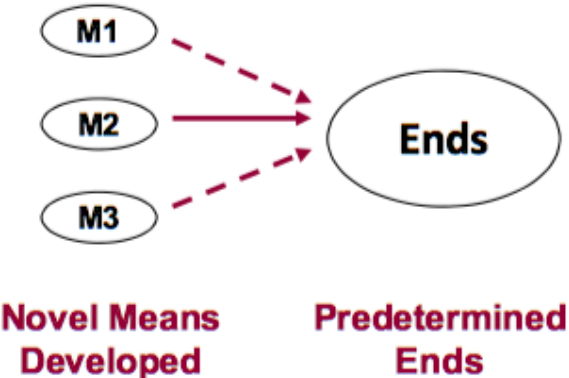
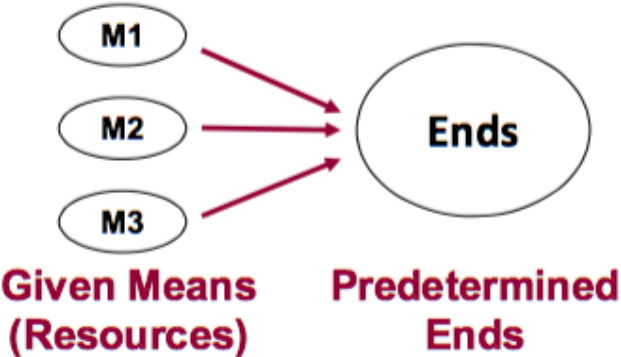
Course Comparison

ENTI 625	ENTI 627
Instruct and guide	Coach and support
Understand entrepreneurship as a career choice	Deeper dive into market validation
Startups, intrapreneur, innovation in organizations	Building out your 'team' for the venture
Entrepreneurial processes	Designing for growth and scalability
Opportunity validation (iterative)	Positioning for investment
Developing a business model	Validating the business model
Team Based	Individual based
Pass/Fail	Letter Grade

Opportunity Driven Thinking

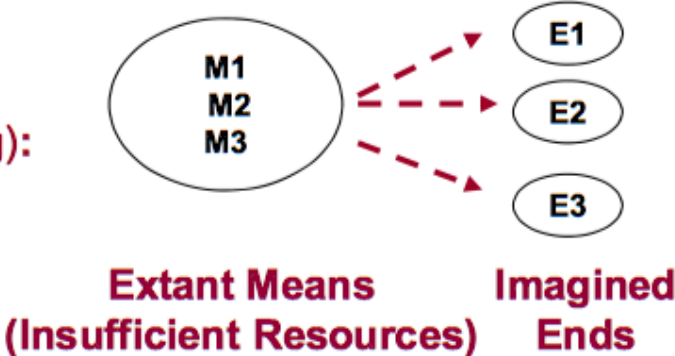
3 Types of Business Thinking

MANAGERIAL THINKING (aka Causal Reasoning):
Ends (goals) and the means to achieve them are pre-determined.



STRATEGIC THINKING (aka Creative Causal Reasoning):
Ends are pre-determined, while the means used to achieve those goals are given or new.

ENTREPRENEURIAL THINKING (aka Effectual Reasoning):
New ends are considered possible given extant means.





Talent	Ideating	Concepting	Committing	Validating	Scaling	Establishing	Organization
	Entrepreneurial ambition and/or potential scalable product or service idea for a big enough target market. Initial idea on how it would create value. One person or a vague team; no confirmed commitment or no right balance of skills in the team structure yet.	Defining mission and vision with initial strategy and key milestones for next few years on how to get there. Two or three entrepreneurial core co-founders with complementary skills and ownership plan. Maybe additional team members for specific roles also with ownership.	Committed, skills balanced co-founding team with shared vision, values and attitude. Able to develop the initial product or service version, with committed resources, or already have initial product or service in place. Co-founders shareholder agreement (SHA) signed, including milestones, with shareholders time & money commitments, for next three years with proper vesting terms.	Iterating and testing assumptions for validated solution to demonstrate initial user growth and/or revenue. Initial Key Performance Indicators (KPI's) identified. Can start to attract additional resources (money or work equity) via investments or loans for equity, interest or revenue share from future revenues.	Focus on KPI based measurable growth in users, customers and revenues and/or market traction & market share in a big or fast growing target market. Can and want to grow fast. Consider or have attracted significant funding or would be able to do so if wanted. Hiring, improving quality and implementing processes	Achieved great growth, that can be expected to continue. Easily attract financial and people resources. Depending on vision, mission and commitments, will continue to grow and often tries to culturally continue "like a startup". Founders and/or investors make exit(s) or continue with the company.	

Startup Development Phases - from idea to business and talent to organization.

Version 3.6 - www.startupcommons.org



Graduate Student Entrepreneurship & Innovation Roadmap

FORMATION

Mission > Vision > Strategy
Problem Solution fit
Vision/ Founder Fit

ENTI 625

Hunter Hub

Touch Down Tuesdays
Startup Legal Clinic

ENTI 601

Falling Walls

Innovation Reactor

CTI Platform Primer

COMMITTING

Lean Startup
Build Team with Shared
Vision and Mission
Product/ Market Fit

ENTI 627:
Venture Creation

Summer Incubator

ENTI 797: Social
Enterprise Strategies

ENTI 731: Strategic
Legal Planning

Tenet i2c

Life Science
Innovation Hub

VALIDATION

MVP / Iterate or Pivot
Business Model / Market Fit
Raising Capital

ENTI 783/797:
CDL Rockies

Innovate Calgary

ENTI 791: Tech.
Commercialization

ENTI 793: Tech. &
Innovation Mgmt.

FNCE 785: New
Venture Finance

MKTG 785: New
Venture Marketing

Program Timeline

- Attend an information session to learn more about the E&I Option - [sign up now!](#) **YOU MADE IT!**
- Submit your completed [application](#) to hunter.centre@haskayne.ucalgary.ca by June 30, 2022.
- Applications are reviewed by the program team, and approved students will be contacted.
- Approved students will be asked to confirm their interest by submitting a **change of course form** to hunter.centre@haskayne.ucalgary.ca.
- Confirmed students are enrolled in ENTI 625.
- Students attend ENTI 625 in Fall 2022 block week (Aug 29 to Sept 2, 2022) [In person].
- Eligible students will receive **tuition reimbursements (Tara Christie)** for ENTI 625 at the end of September 2022.
- ENTI 625 students will be **invited to participate** in a variety of programs and events offered during the Fall 2022 semester to help them continue working on their ideas before considering ENTI 627
- Students will be invited to register for ENTI 627 in Winter 2023 semester (or future offerings).
- Students will be invited to apply for additional programs such as the [Summer Incubator Program](#) near the end of the Winter term to help them take the next steps with their ideas

Questions?

Up next...

Tuition Support presented by Tara Christie

ENTI 625 tuition reimbursement

- Funding provided by the Government of Alberta
- A 4 year pilot project (2015-2019) – now supported by UCalgary
- To support graduate student
 - Entrepreneurial training
 - Career development initiatives
- Future follow-up with participants

Tara Christie, PhD
Manager, My GradSkills
Faculty of Graduate Studies



ENTI 625 tuition reimbursement

- Students required to pay the normal tuition for ENTI 625 (it will show up on your student center).
 - Tuition amount varies according to graduate program.
 - Tuition will show up on your Student Center.
- Partial or full tuition reimbursement is for costs above what the graduate student would normally pay.
 - The exact amounts will be confirmed after a student has been confirmed eligible and accepted into the course.



ENTI 625 & 627 tuition reimbursement

Thesis-based students	Course-based students (ENTI as <u>part of</u> degree requirements)	Course-based students (ENTI as <u>extra to</u> degree requirements)
All costs associated with the ENTI course(s) will be covered through a Graduate Studies tuition reimbursement.	Some ENTI tuition fees will be covered. The graduate student will pay the normal fees associate with taking a course in their program, but will receive a tuition reimbursement for the additional tuition charges.	All costs associated with the ENTI course(s) will be covered through a Graduate Studies tuition reimbursement.

*Tuition reimbursement = scholarship applied directly to tuition payments, will be applied to account by 25th of the month.

Questions about tuition payments and reimbursement: mygradskills@ucalgary.ca.

Additional Questions?

THANK YOU

chad.saunders@haskayne.ucalgary.ca