

March 1st , 2018

[YEDI - Ariel University Entrepreneurship Development Program](#)

Program Overview

Accepted students from any industry or sector undergo a semester program which includes formal academic lectures, workshop-based training sessions in entrepreneurship and mentorship by key industry leaders. At the end of the program, entrepreneurs will develop a professional business plan, financial projections, executive summary and the necessary skills to pitch and potentially bring it to the global market. Entrepreneurs will develop their ventures in a North American context from the on-set. Upon successful program completion, participants receive a formal institutional certification from Ariel University and YEDI with formal academic credit from Ariel University and York University.

Successful graduates will have the opportunity to pitch their ventures to the appropriate funding audiences including North American investors.

The program will be delivered by:

Instructors

Instructors represent a variety of backgrounds, from marketing to economics to communications and commercialization. Instructors help participants develop a strong academic foundation in entrepreneurship and hands-on application of theory to their ventures.

Program advisors

Program advisors are seasoned professionals with an extensive academic background. Advisors host office hours to support entrepreneurs, review milestone assignments, and oversee the development of business or not-for-profit models to ensure they are investor-ready.

Mentors

A mentor is a subject matter expert who has seasoned experience in a particular field and occupies an executive position or a role of high-regard in a for-profit company a not-for-profit or a social enterprise organization.

Mentors will contribute volunteer hours to aid with personal and professional development of program participants.

Program framework

All session topics will include emphasis on North American context and will provide participants with a clear understanding of doing business in North America from the beginning of their entrepreneurial journey rather than a future adaptation.

Topics	Class Type	Hours
<i>Entrepreneurial Leadership. Building a Successful Team</i>	<i>Classroom Session</i>	4 hours
<i>Visioning, ideation and inspiration. Environmental Scanning: Looking at Market Opportunities and Social Challenges.</i>	<i>Classroom Session</i>	4 hours
<i>Business, Strategic Planning and Modelling. Defining a Business Model.</i>	<i>Classroom Session</i>	4 hours
<i>Business Model Canvas. Structuring, Budgeting and Managing Not-For-Profit Organizations.</i>	<i>Classroom Session</i>	4 hours
<i>Marketing and Sales Strategy. Marketing Mix. Branding.</i>	<i>Classroom Session</i>	4 hours
<i>Business Planning and Modelling</i>	<i>Personal Session**</i>	1 hours per participant for a total of 15 hours
<i>Market Testing and Go-To-Market Strategy</i>	<i>Classroom Session</i>	4 hours
<i>Financial Projection: A Monetary Interpretation of the Strategy and Operational Plan. Sources of Funds</i>	<i>Classroom Session</i>	4 hours
<i>Building an Organizational Structure. Major Powers in a Corporation. Stakeholder Management.</i>	<i>Classroom Session</i>	4 hours
<i>Marketing and Promotion in a Digital Era.</i>	<i>Classroom Session</i>	4 hours
<i>Financial Planning</i>	<i>Personal Session**</i>	1 hours per participant for a total of 15 hours

<i>Pitching Business Proposals & 'Fundraising'</i>	<i>Classroom Session</i>	4 hours
<i>Business Communication</i>	<i>Classroom Session</i>	4 hours
<i>Raising Money and Relationships with Investors and other Money Providers</i>	<i>Classroom Session</i>	4 hours
<i>Pitch Rehearsal Session</i>	<i>Personal Session**</i>	1 hours per participant for a total of 15 hours
<i>Presentation Session. Course Evaluation. Graduation.</i>	<i>Venture Fair & Project Displays</i>	4 hours
Total session hours		48 hours

** delivered by program advisors