

START ME UP!



WHAT IS IT?

Haltech's "Start Me Up!" program is a series of courses designed to help early-stage start-ups progress through the Idea, Discovery and Validation stages, and to assist latter-stage start-ups review their core business frameworks.

This comprehensive learning program takes early-stage start-ups through the process of building a successful business foundation. The program includes methodology around the Value Proposition and Business Model Canvas.

OBJECTIVES

The objectives of the workshops are to:

- Provide you with a process/tools to help turn your idea into a well-positioned, growing venture
- Increase your odds of success

VALUE PROPOSITION OVERVIEW

In the Value Proposition Workshop, you will learn how to plan for the early stages of your start-up and how to create the best value proposition for your business.

Module 1	Introduction
Module 2	What is a Value Proposition!?
Module 3	What Makes a Great Value Proposition?
Module 4	How to Validate your VP
Module 5	Minimum Viable Product & Summary

PARTICIPANTS WILL FINISH THE PROGRAM:

- ✓ Clear on what info is needed for value proposition, business model canvas and business plan
- ✓ With a coherent understanding of the most important aspects of their business

The courses provide entrepreneurs with tools and processes to help turn their ideas into well positioned and growing ventures and avoid wasting time and money.

Each course builds on the previous, allowing participants to make a solid foundation first, then move forward. Lack of early attention to these basics is a major cause of start-up failures.

The Start Me Up! program is set on the platform Thinkspace, an online, interactive classroom where you will be able to take a series of courses from the comfort of your home.

- Help you make effective use of your limited resources (e.g., time and money)
- Help you focus and limit "messaging around"

BUSINESS PLANNING OVERVIEW

In the Business Planning Workshop, you will learn how to build your business model canvas while using your value proposition. You will also learn the importance of revising your business plan.

Module 1	Review VP, Business Model Canvas Intro
Module 2	Ready, Aim, Fire
Module 3	BMC "Customer Cells"
Module 4	BMC "Infrastructure Cells"
Module 5	Summary

- ✓ Able to present their business plan confidently



For more information on dates and registration, please visit www.haltech.ca or email info@haltech.ca. Innovation Centres, Colleges or other Start Up Programs interested in partnership can contact Haltech at info@haltech.ca for information or questions regarding the program.



Dave Freeman
Haltech Entrepreneur-in-Residence, Angel One Investor

Dave has business leadership experience (in CEO, president, and general manager roles), working with branded consumer goods including Natural Health Products, Office Products, Household, Food, and other grocery categories.

He's worked in both corporate Fortune 500 and small, private company settings; mostly on the manufacturer side, but also as a retailer. Classic CPG experience (Quaker Oats and Reckitt & Colman), B2B (Avery Labels) and retail (Health First Network). And he's worked in Canada and the USA.

Dave believes strongly in "aiming" by using value-propositions & business plans; even if your start-up situation requires quick, evolving aim.

Dave also provides mentoring to technology entrepreneurs to help develop and transform their ideas and product innovations into well positioned, growing ventures.

About Haltech

Through education, advisory services and strategic connections, Haltech enables start-up and scale-up technology entrepreneurs to accelerate their growth and navigate the path to profit. Haltech is a non-profit corporation supported by Ministry of Economic Development, Job Creation and Trade, and our valued Corporate Sponsors.