

## **Techno2019 Syllabus and Course Information**

*Techno2019* is the tenth running of Impact Centre's flagship entrepreneurship training course for top science and engineering students and recent graduates who want to create high-impact technology-based startups. Aspiring entrepreneurs will learn directly from a group highly qualified and experienced mentors led by Dr. Richard McAloney, the director of entrepreneurship at the Impact Centre.

As a scientist or engineer, you may be an expert your field, but you may not be trained to create healthy and scalable businesses. Completing *Techno* will give you the skills to start and grow a business to bring your science to society. During this non-credit course, you will start to build a real company to solve problems in health, energy, aging, research, education, food and agriculture, or anywhere else your technology can make an impact to society.

Successful completion of *Techno* qualifies trainees to apply for a **Techno Fellowship** to incubate their startup company. Techno Fellows are given access to year-round training seminars, mentorship services, assistance in raising funds, and admission to office and prototyping workspace at the Impact Centre.

### **Key Course Dates**

*(See Course Schedule for details)*

- **Applications Open:** October 15, 2019
- **Applications Close:** November 14 *or when enrolment cap is reached*
- **Interviews:** October 15 through November 22
- **Instructional Weeks:** November 25 to December 6
- **Final Pitch Event:** December 11
- **Techno Fellowship Application Deadline:** January 14, 2020

### **Course Location**

Chestnut Conference Centre, University of Toronto (89 Chestnut St., Toronto)

### **Course Fee**

\$0, but course entry is competitive. We also do not take any equity (ownership) in trainees' startup companies.

### **Administrative Coordinator**

All course questions should be directed to Leo Mui at [leo.mui@utoronto.ca](mailto:leo.mui@utoronto.ca).

### **Website**

Course information and application form can be found at <https://www.impactcentre.ca/techno>. Trainees will be granted access to a locked webpage with course materials (lecture slides, worksheets, links) upon acceptance into the course.

## The Five Big Questions

The ultimate goal of *Techno* is to do a first pass to determine whether trainees can make something out of their technology-based business idea—that is, would they be able to lead a team and take the idea and turn it into a product (or service) that someone can and would buy on the market. Essentially, *Techno* is an opportunity assessment program. Our lectures, worksheets, and guided worktime with mentors will help trainees accomplish that assessment.

The following **Five Big Questions** will be referred to throughout the course and in the development of the trainees' companies:

<b>1</b>	Can you find a workable team to commercialize your idea and run your company?
<b>2</b>	Is there a market for a product that comes from your idea?
<b>3</b>	Can your idea be turned into a product?
<b>4</b>	Can you get money to turn your idea into a product?
<b>5</b>	Can you communicate your idea to others?

## Course Schedule

<b>1</b>	<u>Wednesday, November 27 — The Team &amp; Governance</u> 9:30–17:00 Instructional Time 17:00–18:30 Opening Reception	<i>Breakfast, lunch, and light dinner provided</i>
<b>2</b>	<u>Thursday, November 28 — The Market &amp; Customers</u> 9:30–17:00 Instructional Time	<i>Breakfast and lunch provided</i>
<b>3</b>	<u>Wednesday, December 4 — The Technology &amp; Product</u> 9:30–17:00 Instructional Time	<i>Breakfast and lunch provided</i>
<b>4</b>	<u>Thursday, December 5 — The Business &amp; Money</u> 9:30–17:00 Instructional Time	<i>Breakfast and lunch provided</i>
<b>5</b>	<u>Friday, December 6 — The Pitch &amp; Communications</u> 9:30–16:00 Instructional Time	<i>Breakfast and lunch provided</i>
<b>P</b>	<u>Wednesday, December 11 — Final Pitches</u> 13:00–15:30 Pitches from Startup Teams 15:30–17:00 Celebration Reception	<i>Refreshments provided</i>

Teams can schedule appointments for one-on-one pitch practices on December 9 and 10.