



ENTREPRENEURSHIP 101

Entrepreneurship 101 is a five-week, online course that introduces you to a series of strategic frameworks and insights you can apply in building your startup

What's included:

- Over **30 lessons** from Canada's top entrepreneurs
- **1 project a week** for 5 weeks
- **5 hours of learning a week**, fit around your schedule
- Weekly **live discussions**
- Access to the **MaRS E101 community** on Slack
- **Continued help** post-course
- **Indefinite** access to the course for as long as it's hosted

Course syllabus:

Unit 1: Getting started

Start to define your startup. Establish a product vision and identify your core team.

Unit 2: Discovery

Start to break down your idea with assumptions about the problem you plan to solve.

Unit 3: Customer and market

Calculate the size of your market and the characteristics of your customers. Start to design your business model.

Unit 4: Startup financials

Start to understand your financials. Learn the financial tools, key metrics and strategies to capitalize your startup.

Unit 5: Build a business

Gain a better understanding of venture capital, patent strategy, and finding talent.

