

# BUSINESS MASTERMIND

*Dream. Implement. Inspire*

(Once a week, every Wednesday from October 3<sup>rd</sup> to December 5<sup>th</sup> 2019)



## Join our Business Mastermind Program

We are looking for entrepreneurial minded students (inventors, creators, makers, service providers, and producers who have the intention to turn their passion into revenue) who are ready to move forward with their business idea, elevate their brand, manage their time better, dream up new ideas, and support one another over a 10 week period. There is flexibility in weekly attendance and you are not mandated to commit to the whole 10 weeks. You are allowed to drop in on any topic that interests you. The weekly program is absolutely FREE at no cost to you but highly beneficial if you'd like to own a business someday. Whether you are in your first, second or final year at the college, it is a great avenue for you to explore opportunities, have access to resources and test out your business idea for validation. Every week we will learn a new skill in a workshop and if needed, have a local business expert join us.

### What is a Mastermind?

A mastermind is a group of smart people who meet to tackle challenges and problems together. They lean on each other and give advice, and connect with like minded students. The goal of this mastermind is to work with students who are thinking of starting a business while in school, already in business or intend to own a business upon graduation. The intention also is to determine if entrepreneurship is right for them and how to help them get started.

**OPTIONAL BENEFIT:** Students will have the opportunity every other week to share their business idea, invention or creativity journey and challenge with the group. This is what we call the "Hot Seat", where you can get ideas and challenges validated.

Our mastermind is a safe place to share business problems and, with the collective expertise, we troubleshoot them together. We will connect with your dream, learn with you, and help you to implement the dream so that you can inspire others.

**METHOD:** Open to all students who would like to learn more about the whole concept of having a side hustle while at school and eventually being their own boss upon graduation. Interested student should please send an email to Ejibola at [etaiwo@gprc.ab.ca](mailto:etaiwo@gprc.ab.ca) to get registered.

**VENUE:** Boardroom, Research and Innovation department (E401)

**DAY:** Every Wednesday

**TIME:** 11:30am – 12:30pm

# Weekly Agenda

## Week 1

How to go from an idea to a business model

## Week 2

From business model to launching your idea + Hot Seat

## Week 3

Setting goals in your start-up

## Week 4

Marketing + Branding your start-up + Hot Seat

## Week 5

Implementation review

## Week 6

Communication and Selling + Hot Seat

## Week 7

Importance of Social media for your start-up

## Week 8

Implementation Review + Hot Seat

## Week 9

Self-Care for start-up owners (Be fit, Be healthy and Be Able)

## Week 10

Getting funding for your start-up, to boost or expand your business

Celebration of end of Mastermind

Registration are being accepted until September 27<sup>th</sup> 2019

Send an email to [etaiwo@gprc.ab.ca](mailto:etaiwo@gprc.ab.ca) to get registered

Limited space guaranteed!!!

NOTE: If you'd like to have a one-on-one meeting with the student project coordinator outside of the business mastermind program (whether business or research-base projects), please feel free to call Ejibola at 780-357-7733 or send an email to [etaiwo@gprc.ab.ca](mailto:etaiwo@gprc.ab.ca)