

BUILD ACQUIRE SCALE EXPAND

a Business in Canada

THE CURRICULUM

Week 1

DAY 1

Welcome to the Roseview BASE Program

- Meet your Program Founders and Mentors
- Goal setting
- Questions

DAY 2

Legal

- The Law - “What you need to know when you own a business in Canada”
- An introduction to Canadian Business Corporations Act
- Legal structure of corporations, contracts and the duties of directors and officers of corporations

DAY 3

Accounting and Banking

- “Dollars and Sense” - Introducing Canadian Accounting Practises and the Banking System
- Gaining an understanding of accounting terminology and concepts
- Introduction to the Canadian banking system and raising capital from angel investors or private equity

DAY 4

Government in Canada and Immigration

- An introduction to the levels of government in Canada
- Who does what and why
- Immigrating to Canada?

DAY 5

Real Estate

- “Location Location Location”
- Commercial and residential real estate, pricing and availability
- Completing real estate transactions in Canada

Week 2

DAY 6

Business Plans

- Key components of a plan
- What investors want to see in your plan

DAY 7

Marketing and Communications

- “What do you do? - How to talk about your company”
- Preparing a Strategic Communications Plan
- Your elevator pitch
- Why social media matters

DAY 8

Knowing Your Market and Competition

- “Thinking Strategically for Success”
- Building a strategic plan for your organisation
- Market research and competition

DAY 9

Budgeting

- “Building a budget and best practises”
- Working through a one year budget and projections

DAY 10

Founder’s Camp

- “Let’s talk about it”
- Elevator Pitch Presentations
- Working on an Investment Pitch Deck - Preparing for Graduation Pitch
- Media Coaching - How to talk to a journalist about your company

Week 3

Optional Workshops for individual entrepreneurs and their teams:

- Sessions presented to one company at a time to ensure confidentiality
- Go in-depth and develop key elements unique to your business
- Goes beyond theory - practical advice for your company

Day 11

Business Plans

- Building your business plan
- What are the unique characteristics of your business

Day 12

Marketing and Communications

- Specific requirements for your business in Canada

Day 13

Knowing Your Market and The Competition

- Canvas of your understanding of where you fit in the competitive landscape
- What differentiates your company from the competition?

Day 14

Budgeting

Create a budget for:

- Your company
- Your ideas

Day 15

Founder's Camp

- Refining your pitch
- Pitch your business
- Lessons learned
- Summary and Wrap-up