Vitesse Entrepreneurship Training – e2 Lite Program

Vitesse and OTI (supported by Vitesse) are offering OCRI's e2 Lite Professional Development on May 26, 2009, 9:00am-12:00 noon (no charge)

The new "e2 Lite" session is a condensed version of the main OCRI Entrepreneur's Edge (e2) program, offering an intense, high quality introduction to entrepreneurship in a half day. This seminar is designed to help entrepreneurs and innovators pursue their dreams for new products and new businesses.

The main e2 Program consists of 5 modules delivered over 5 half–day sessions offering an eye-opening overview of the path from start-up to funding to profitability. The "e2 Lite" session offers a condensed 1 half-day version of the e2 Program, and is delivered by a team of the e2 faculty, four veterans of technology business formation and growth.

The e2 Lite session will cover:

- Business guidance on how to define marketable products
- Strategic guidance on how to build a business
- Highlights of how to take a technology product to market and build revenue
- Financial planning – for a business plan, and to raise investor interest

The agenda and module leaders are:

Module	***May 26, 2009 – 9:00am-12:00 noon***	***Faculty / Module Leaders***
	Opening Remarks	**Dr. Ray Barton-** CEO, Vitesse Reskilling Canada
	Program Facilitator	**Peter Fillmore** – Co-founder, VP Mktg & Sales Avoca, Past associate The Chasm Group
L1	**Building & Growing a Business** – The challenges of entrepreneurship; keys to strong strategies; keys to team building	**Jim Roche** – Co-founder & Past CEO Tundra, founding member Newbridge Networks
L2	**Market Development** – Defining Products for success in a value chain; building a sales funnel that generates $$ revenue	**Rick O'Connor** – President The Ottawa Network, Founder True Reckoning, Past VP Strategic Mktg & past CTO, Tundra
L3	**Financial Planning & Funding** – Developing a financial plan; the investor plan; raising funds to build a business	**Rick Norland** – Founder Thorington Corp., Serial Entrepreneur (13 startups), Investment Banking (60+ transactions), Chartered Business Valuator

More information about the overall e2 Program is available at www.entrepreneurship.com/theedge

Place & Time: May 26, 2009, 9:00am to 12:00 noon at the Vitesse-OTI, 359 Terry Fox Drive, Suite 210 Kanata

To register for e2 Lite, click here: http://e2litemay262009.eventbrite.com
There is no cost for registration and attendees will receive a Certificate of Participation from Vitesse and OCRI.

Parking: Limited number of parking passes are available at Vitesse. There is pay parking in the adjacent multi level garage. There are vacant spots at the neighboring buildings also.