



PEER SUPPORTED STARTUP PROGRAM

Empowering you to take your business to the next level

Peer Supported Startup Program Overview:

This is a cohort-based learning program, with participants progressing through each session as a group, guided by two facilitators. Cohorts are comprised of around 25 participants. Each session will cover a specific topic or activity. There are also opportunities for participants to engage in one-on-one meetings with the facilitators over the course of the program.

Program duration: Eight (8) weeks, two sessions per week (2-hour sessions)

Graduation Requirements:

As part of the graduation requirements, participants will be asked to complete and submit a Rise Lean Business Plan template and a Cashflow Forecast template. Participants will also deliver a pitch presentation/elevator pitch of their business at the end of the program. Attendance will be considered in so far as too many missed sessions without prior notice or arrangement may forfeit enrollment in the program.

Post-program:

Upon graduating from the program, participants will receive a certificate of completion, invitation to the Rise Community (online alumni network), exclusive financing options, opportunities to enroll in additional Rise programming, and a startup grant.

Program Session Times (based on your province): EXAMPLE

- 3:00pm to 5:00pm Pacific Time (BC, YT)
- 4:00pm to 6:00pm Mountain Time (AB, SK, NWT, NU)
- 5:00pm to 7:00pm Central Time (MB, NU)
- 6:00pm to 8:00pm Eastern Time (ON, QC, NU)
- 7:00pm to 9:00pm Atlantic Time (NS, NB, PEI)
- 7:30pm to 9:30pm Newfoundland Time (NL)

Course Calendar EXAMPLE

Session	Date & Time	Topic
1	January 12 6:00-8:00 PM ET	Introduction and Business Model Design
2	January 14 6:00-8:00 PM ET	Lean Business Plan
3	January 19 6:00-8:00 PM ET	Customer Discovery Rise Community Guest Speaker
4	January 21 6:00-8:00 PM ET	Market Research
5	January 26 6:00-8:00 PM ET	Positioning and Marketing
6	January 28 6:00-8:00 PM ET	Marketing and Branding
7	February 2 6:00-8:00 PM ET	Working Session
8	February 4 6:00-8:00 PM ET	Revenue Models & Costing
9	February 9 6:00-8:00 PM ET	Sales and Cashflow Forecasting

10	February 11 6:00-8:00 PM ET	Working Session
11	February 18 6:00-8:00 PM ET	Business Planning, Taxes & Registration
12	February 23 6:00-8:00 PM ET	Artificial Intelligence/Working Session
13	February 25 6:00-8:00 PM ET	Working Session
14	March 2 6:00-8:00 PM ET	Lending Programs Presentation Public Speaking/Pitch Prep
15	March 4 6:00-8:00 PM ET	Pitch Day!
16	March 9 6:00-8:00 PM ET	Program Wrap Up and Next Steps