



# IDEA STEP-UP PROGRAM

## 2023-2024 SCHEDULE

DATE	SESSION
October 5	Welcome Meet & Greet
October 12	Founder to C-Suite
October 19	Repeatable Processes
October 26	Meet-a-Mentor
November 2	Talent & HR
November 9	Financing Growth
November 16	Check-in & Networking
January 18	Group Pitch Practice
January 22 – February 2	Individual Pitch Practice (by appointment)
February 15	Pitch & Showcase



# SESSION DESCRIPTIONS

## Founder to C-Suite

The role of leading a company changes as your company grows from a startup to a scale-up. Drawing from the panelists' experience founding and leading companies, this session will discuss the differences in responsibilities between a startup founder and a c-suite leader. Join this session to learn how you can avoid the common pitfalls of navigating the transition and how you can adapt and grow to continue leading your team and your company to success.

This workshop covers:

- Roles and responsibilities of founders vs c-suite leaders.
- What must be done to adapt to the change.
- The difficulty and stress of the transition.

## Repeatable Processes

Repeatable processes are important to help you market effectively, secure sales efficiently, and maximize your human resources. As a startup, flexibility and agility are strengths. As you develop, the lack of repeatable processes can hinder your ability to grow your client base and your team. This session will provide tactical tips to engineer business processes that allow your business to thrive.

This workshop covers:

- The importance of repeatable processes for your customers and employees.
- How to test, document, and communicate repeatable processes.
- Leveraging technology to automate processes for scaling.

## Meet-a-Mentor

Meet individually with a mentor who has experienced the entrepreneurial journey from starting to scaling. Take this time to ask any questions you have pertaining to challenges you are trying to overcome. Mentors will also offer additional time outside of this session upon request.

## Talent & HR

Recruiting and retaining talent is crucial to scaling your company. Learn how to attract talent and the human resource practices to keep your team happy, engaged, and performing at their best. Resources, best practices, regulations, and the innovative "fractional" model will be discussed.

This workshop covers:

- How to find and attract key people you need in your company.



- The practices and processes to implement, and regulations you must adhere to for success.
- Innovative ways to address talent gaps you may experience.

## **Financing Growth**

You may have bootstrapped your way to where you are, took advantage of grant opportunities to enable growth, or already raised a round of funding. Great job! Additional investment or other finance options may help your company grow faster, enabling you to hire faster, accelerate research and development, or create more selling opportunities. This session will help you think through the practicality of taking investments and other financing in relation to the stage of your company.

This workshop covers:

- The different expectations and roles of the founders, leadership team, company, and investors at series A, B, or C rounds of funding.
- Situations in subsequent rounds of funding you may have to navigate while raising your current round of funding.
- How to use your financial statements and projections to tell your story.

## **Check-in & Networking**

Individual check-ins in the morning to discuss how your company has progressed, explore other ways MBEC can support your growth, and if applicable discuss the usage of the Expense Coverage Grant (if applicable). Networking in the afternoon to meet with leaders of companies in Mississauga who operate in your sector and learn from their knowledge and experience.

## **Group Pitch Practice**

Practice your pitch and receive feedback from your peers to prepare for the pitching session at the end of the program.

## **Individual Pitch Practice**

Practice your pitch and receive feedback from IDEA to prepare for the pitching session at the end of the program.

## **Pitch & Showcase**

An opportunity to present to potential investors, industry partners, and City of Mississauga representatives. This will be the starting point of relationships that might accelerate your company's growth such as your next round of funding, potential partnerships, or paid pilot opportunity with the City of Mississauga. You will receive feedback during the session and network with members of the guest panel to explore mutually beneficial opportunities.

