



STARTUP DNA

Action items, secret formulas, and personalized advice on how to become a savvy and successful entrepreneur!

Entrepreneurs are the new rockstars! Innovation, technology and disruptive business models are changing the world. These are exciting outcomes but where does it all begin? Resources, best practices, checklists and gurus are everywhere. What’s the code for those who seem to have it vs everyone else who’s trying to get it? Success is forged from the appropriate raw materials, focused efforts and positive habit-forming behaviours, not just volumes of unfiltered information. Successful entrepreneurs are made not born.

Are you a solopreneur who wants to level up? A basement inventor who needs to commercialize? A small business owner/operator who’s trying to innovate and grow? Or an aspiring wantpreneur who simply needs a little direction? Register [here](#) (pending) to take the next-step.

Session 1	Session 2
Roundtable #1 The Impact and Opportunity of Disruption	Roundtable #2 Building blocks to a Startup Ecosystem
Workshop #1 Founder Focus, Timing and Serendipity	Workshop #3 Pipe Dreams vs Product Market Fit
Workshop #2 Idea Development and Evaluation	Workshop #4 Startup Basics and Go To Market

All STARTUP DNA sessions encourage group discussions and peer-based learning. Individual business cases and various what-if scenarios are explored in-depth with session facilitators.