

ECHO is a specialized experiential training program with the main objectives to:

- (1) Provide entrepreneurship training, mentorship, networking and funding opportunities for early ventures in the cardiovascular health sector
- (2) Aid in transferring research innovations and intellectual property from academic and hospital institutions into the economy
- (3) Create more start-ups in cardiovascular health sector

Based in Toronto, ECHO is a **12-month intensive training program** led by high-calibre entrepreneurial industry, policy, regulatory and clinical experts. It comprises a unique combination of five complementary modules.



Module 1. PRINCIPLES OF ENTREPRENEURSHIP

The MaRS Entrepreneur's Toolkit Workshops are a collection of experiential and hands-on workshops that are facilitated by veteran entrepreneurs. It targets such fundamental entrepreneurship principles as value proposition, business model, finance fundamentals, leadership, marketing and communication, sales strategy and pitching to investors.

WORKSHOPS (4 HOURS / SESSION)

Value Proposition

- Session 1.** Preparing to leave the building: Overview of the Lean Start-up approach and a tested interview guide based on the venture's most important foundational assumptions
- Session 2.** Refining your customer development: A solid customer interviewing technique that can be used continually through the course of new business development
- Session 3.** Determining your value proposition: A framework and template

Business Model Canvas

- Session 4.** Designing your business model: A business model designed around the participant's value proposition
- Session 5.** Validating your business model: A framework that analyzes external forces and key business model metrics

Finance Fundamentals

- Session 6.** Preparing your business forecast: Expense cash-flow template for your business
- Session 7.** Understanding revenue forecasting and funding: Revenue cash-flow template for your business
- Session 8.** Business valuation and tutorial session: Basic, complete, 12-month cash-flow for your business

Leadership

- Session 9.** Introduction to leadership

MarCom Toolkit

- Session 10.** Identify and define your target audience: A strategy to build a target audience as well as identify and engage with key opinion leaders (KOLs) to build domain leadership and credibility
- Session 11.** Evaluating channels: A strategy to evaluate and select relevant marketing activities and media channels to complement your customers' buying process, and develop a brand positioning statement
- Session 12.** Communicating to customers: A series of clearly structured messages, a media selection template and key components of a media kit

Sales ABC

- Session 13.** The sales canvas framework and sales funnel: Techniques to book, prepare for and conduct a sales call
- Session 14.** The customer sales meeting: A sales process and stakeholder management chart to prepare you to meet with your customers
- Session 15.** Analyzing and managing the sales process: A spreadsheet approach to tracking sales with sales funnel for data for prospective customer

Pitching to Investors

- Session 16.** What do investors want to know: A summary of the 10 key components that form your story
- Session 17.** Creating your pitch: A 10-slide pitch deck summarizing your key information



Module 2. HEALTH VENTURE ROUNDS

A series of interactive workshops focused on key subjects pivotal to the success of early stage start-ups in the health sector such as market research, corporate governance, intellectual property, regulatory strategy, clinical trials, quality systems, health technology assessment, procurement, funding and government resources, and investments, and partnerships. They are facilitated by academic, industry and government subject matter experts.

WORKSHOPS (2 HOURS / SESSION)

Market Research

Session 1. Market research resources: University of Toronto and MaRS Market Intelligence

Legal Aid

Session 2. Founders, funding and feuds: how to set up your company for success

Session 3. Patents and intellectual property

University & Hospital Resources for Entrepreneurs

Session 4. University of Toronto programs for entrepreneurs

Session 5. Commercializing university/hospital early-stage discoveries

Regulatory & Clinical Trials

Session 6. Regulatory requirements for drugs and medical devices

Session 7. Clinical trial planning for drugs and medical devices

Session 8. Quality systems musts for start-ups

Reimbursement & Procurement

Session 9. Health technology assessment on cardiovascular health technologies

Session 10. Implementing health technologies and innovations in hospitals

Funding & Government Resources

Session 11. Applying for industry partnership research grants

Session 12. Government programs for Canadian entrepreneurs

Investments & Partnerships

Session 13. Team building, mentorship and collaborations in the development phase

Session 14. Venture capital investments in the health sector

Session 15. Investor perspectives in Europe

Session 16. Angel investments in the health sector

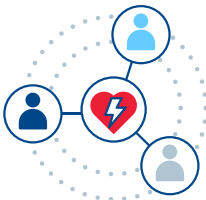
Module 3. LESSONS FROM LEADERS



A seminar series in which successful entrepreneurs and business leaders will share their experiences in commercializing technologies in the cardiovascular health sector. Guest speakers include executives and founders of medical device, biotechnology and digital health companies.

Stay tuned for speaker list!

Module 4. COMMUNITY OF MENTORS



Successfully-ranked ventures will become clients of the Health Innovation Hub (H2i), a University of Toronto campus-linked accelerator, with access to: (1) H2i's extensive network of industry, government and academic advisors, (2) peer-to-peer mentorship by start-up mentors selected from H2i's venture portfolio, (3) professional funding and (4) H2i events.

Module 5. IGNITE START-UP FUNDING



The program will culminate with a pitch competition, where the program ventures will have the opportunity to win potential start-up funding from a \$250,000 pool. There will also be opportunities for follow-on funding via our partners.

FIRST CALL FOR APPLICATIONS

Limited space available - apply now!

ELIGIBILITY

Any Canadian-based student, researcher and/or entrepreneur developing advanced cardiovascular technologies and innovations is eligible to apply!

COMPETITIVE ENROLLMENT PROCESS

Application

Complete the following two forms and submit by Friday August 24, 2018.

1) [ECHO Application Form](#) - submit to Soror Sharifpoor (soror.sharifpoor@utoronto.ca)

2) [H2i Client Application Form](#) - submit online

Interviews

Interviews will commence September 2018 for select applicants. The program begins October 1, 2018.

PROGRAM REQUIREMENTS

Ventures accepted into the ECHO Program are required to:

- Participate in each program module, held in **Toronto** for 12 months beginning October 1, 2018
- Attend a minimum of 80% of all program workshops and seminars
- Become an H2i member and engage with H2i mentors
- Participate in a final pitch competition for the opportunity to win start-up funding

→ Please visit tedrogersresearch.ca/ECHO for instructions and forms

For more information on the ECHO program, please contact Soror Sharifpoor: soror.sharifpoor@utoronto.ca

The ECHO program is funded and organized through the Translational Biology and Engineering Program in partnership with the Health Innovation Hub (H2i). The Translational Biology and Engineering Program is the University of Toronto component of the Ted Rogers Centre for Heart Research, focused on heart failure research across the lifespan. H2i is a University of Toronto campus-linked accelerator facilitating the commercialization of health matters.