



## Entrepreneurship for Cardiovascular Health Opportunities



**ECHO 2021-2022**

**APPLY  
NOW**

A virtual entrepreneurship training program  
for innovators of cardiovascular technologies.

Funded and organized by the **Translational Biology and Engineering Program**, at the University of Toronto and the Ted Rogers Centre for Heart Research, in partnership with the Health Innovation Hub.

## 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 the cardiovascular health sector

Founded in 2018, ECHO is a **12-month online 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

October - December 2021

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 (2 HOURS / SESSION)

| Workshop Theme              | # of Sessions | Session Deliverables  |
|-----------------------------|---------------|---|
| Value Proposition 1 & 2     | 2 sessions    | Understanding the Lean Startup approach and way of validating problems and ideas with potential customers. Writing a viable value proposition and a process for validating the proposition. |
| Business Model Canvas 1 & 2 | 2 sessions    | A sustainable business model for your new venture and a process for validating the model.   |
| Finance Fundamentals        | 1 session     | Forecasting and determining pricing for a medical company and a cash-flow forecast for your business.   |
| MarCom Toolkit 1 & 2        | 1 session     | Key marketing and communication components that will contribute to a cost-effective, high impact MarCom strategy and increased opportunities for growth.                                    |
| Pitching to Investors 1 & 2 | 2 sessions    | Creating a powerful pitch that you can use to engage investors or other important stakeholders.   |



## Module 2. HEALTH VENTURE ROUNDS

January - June 2022

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.

| WORKSHOP THEME                      | SESSIONS TOPIC   |
|-------------------------------------|--|
| Market Research                     | 1. Market research resources   |
| Legal Aid                           | 2. Corporate finance and governance<br>3. Patents and intellectual property  |
| Technology Transfer                 | 4. How to get started...the right way  |
| Regulatory and Clinical Trials      | 5. Regulatory requirements 1<br>6. Regulatory requirements 2<br>7. Clinical trial planning and execution<br>8. Quality management systems essentials for medtech start-ups<br>9. Creating safe medtech products through usability engineering                          |
| Reimbursement & Procurement         | 10. Health technology assessment on cardiovascular health technologies<br>11. Implementing health technologies and innovations in hospitals  |
| Funding, Investments & Partnerships | 12. Government funding and support programs for Canadian entrepreneurs<br>13. Closing on your first major financing<br>14. Investor perspectives on healthcare and life sciences startups<br>15. Team building, mentorship and collaborations in the development phase |

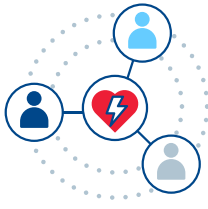


## Module 3. LESSONS FROM LEADERS

January - June 2022

A webinar 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, and will have access to its various resources. Visit [h2i.utoronto.ca](http://h2i.utoronto.ca) for more information.

ECHO ventures will also participate in Accelerera sessions – a round table discussion focused on topics that are central to the issues and challenges faced by very early stage start-ups.

### ECHO ACCELERA (1 HOUR/SESSION)

|  |          |
|--|----------|
| Session 1: Networking and Collaboration                    | Dec 2021 |
| Session 2: Business Model                                  | Mar 2022 |
| Session 3: External Funding & Commercialization Milestones | Jun 2022 |



**Health  
Innovation  
Hub**

**Mission:** To **Educate, Enable, Partner** and **Facilitate** early stage entrepreneurs on the commercialization of Health Matters

 **167** Companies

 **\$32 M** Economic Value

 **100** Mentors

- ✓ Network of multi-sectoral advisors
- ✓ Peer-to-peer mentorship by H2i start-ups
- ✓ Quarterly meetings with lead H2i mentor
- ✓ H2i events (e.g. Accelerera Program)
- ✓ Professional funding
- ✓ UofT libraries and market research



## Module 5. IGNITE START-UP FUNDING

July - October 2022

The program will culminate with pitch training, private pitch sessions and ECHO PITCH 2022 - a public pitch competition event, where the program ventures will have the opportunity to win start-up funding from a \$250,000 pool.

There will also be opportunities for follow-on funding via our partners.

# CALL FOR APPLICATIONS

*Limited space available - apply now!*

## ELIGIBILITY

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

## COMPETITIVE ENROLLMENT PROCESS

### Application

Complete the following two forms and submit before **11:59 pm EST on Friday, August 20, 2021**.

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

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

### Interviews

Interviews will commence **September 2021** for select applicants. The program begins **October 2021**.

## PROGRAM REQUIREMENTS

Ventures accepted into the ECHO Program are required to:

- Participate in each program module for 12 months beginning October 2021
- Attend a minimum of 80% of the program's virtual workshops and webinars
- Become an H2i member and engage with H2i mentors
- Participate in ECHO PITCH 2022, the final pitch competition, for the opportunity to win start-up funding

→ Please visit [tedrogersresearch.ca/ECHO](https://tedrogersresearch.ca/ECHO) for instructions and forms



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