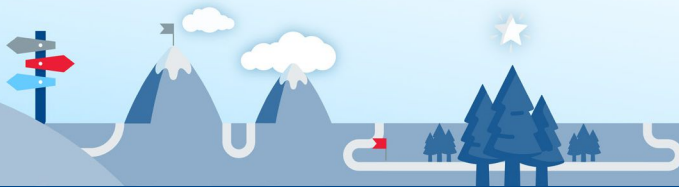


ECHO

Discovery

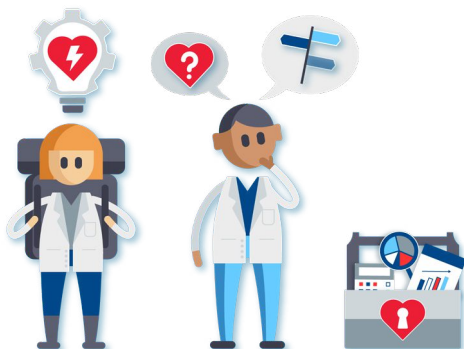
Set your course for entrepreneurship with ECHO Discovery

A foundational education program designed to explore ideation,
research translation and commercialization



Are you interested in cardiovascular health ideation and research translation?

Are you considering entrepreneurship, but aren't sure how to get started?



WHAT IS ECHO DISCOVERY?

ECHO Discovery is an entrepreneurship education program that aims to:

- Provide students, trainees and investigators with an introduction to ideation, entrepreneurship and research translation through theoretical and experiential training
- Support a culture of research translation while igniting startup formation within the cardiovascular space
- Inspire and facilitate new cardiovascular ventures to enroll in the **ECHO program**, a specialized experiential training program providing entrepreneurship training, mentoring, networking, and funding opportunities to innovators within the cardiovascular space

WHAT WILL YOU GAIN?

Participants of the ECHO Discovery program will:

- Gain fundamental entrepreneurship skills and research translation expertise
- Learn from a diverse and multi-sector group of mentors and key opinion leaders
- Join an elite network of early-career entrepreneurs and researchers
- Explore career opportunities within the cardiovascular space and beyond

ECHO Discovery is comprised of three foundational elements to support your journey



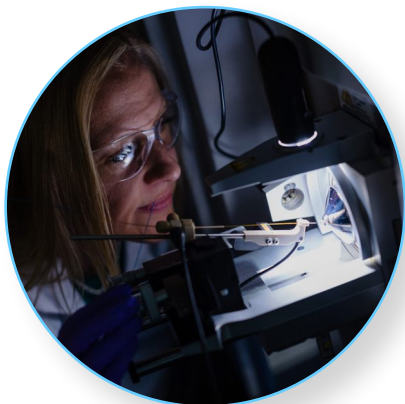
ideate

Learn how to ground your ideas into innovation through an interactive ideation workshop series



inspire

Stoke the spark of inspiration through fireside chats with leaders in the field



immerse

Soak up first-hand experience through shadowing opportunities



Element 1

In collaboration with MaRS, ECHO

Discovery participants will be introduced to key aspects of the ideation process through a series of experiential workshops facilitated by veteran entrepreneurs.

| WORKSHOP THEME | DESCRIPTION |
|---|--|
| Teambuilding: Building a Team Charter | Unite with others with similar interests to form a team! Working together, you will define your team’s purpose, structure, and approach. |
| Ideation: Brainstorm & Decision | Investigate unmet needs to generate ideas, develop a problem statement, and identify potential solutions and stakeholders/ customers. |
| Customer Discovery & Writing a Value Proposition | Explore value propositions and customer development techniques to draft a value proposition statement and brainstorm initial customer “problem questions.” |
| Marketing Assets: Market Segment & Size | Set yourself apart! Learn how to calculate market size, understand market segmentation, and determine your differentiator. |
| Pitch Training | Tell your story by learning how to build and deliver a powerful pitch deck. |



Element 2

Through a series of intimate fireside chats with successful entrepreneurs and business leaders, ECHO Discovery participants will have the opportunity to:



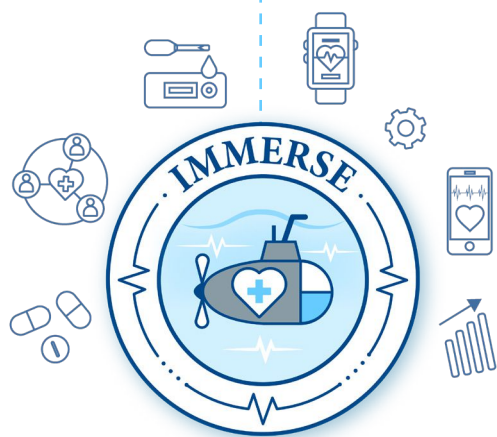
Hear firsthand accounts of becoming an entrepreneur in the cardiovascular health sector and beyond



Pick up hard-won tips, key lessons and smart strategies in navigating the path to innovation and implementation



Ask questions about challenges and opportunities



Element 3

A select group of participants from the ECHO Discovery cohort will have the opportunity to shadow a start-up early commercial stage company and gain valuable insight into launching and running a health life sciences venture. More details will be shared with participants upon their acceptance into ECHO Discovery.

Program overview

ELIGIBILITY CRITERIA

- Fourth-year undergraduate and graduate students enrolled in a Canadian University
- Post-doctoral and clinical fellows affiliated with any Canadian institution
- Interested in the idea of cardiovascular entrepreneurship but have limited understanding of what to do next

PROGRAM REQUIREMENTS

- Attend a program orientation session in January 2024
- Participate in each program element for six months, beginning in January 2024
- Attend a minimum of 80% of the program's workshops and fireside chats

PROGRAM TIMING

Call for applications: **October 16, 2023**

Applications deadline: **November 27, 2023**

Notification of acceptance: **December 2023**

Program orientation: **January 2024**

Program elements: **January - June 2024**

**No ideas, start-ups, or
previous experience are
needed to participate!**

[CLICK HERE TO APPLY](#)

For more information on the ECHO Discovery program, please contact Andrea Hung: admin.tbep@utoronto.ca

ECHO Discovery is funded and organized by the Translational Biology & Engineering Program and TRANSFORM HF, at the University of Toronto and the Ted Rogers Centre for Heart Research.

