

Business Foundations



Business Foundations is a weekly educational workshop series designed to help you kick-start your entrepreneurial journey or challenge you to rethink your business.

This free-of-charge educational workshop series covers topics such as Market Research and Idea Validation, Building a Business Plan, Setting-Up Business Operations and Business Financial Fundamentals. Additionally, individuals who attend at least seven out of the nine workshops (minimum of one hour on each call), will receive an Innovation York Certificate of Completion, illustrating your dedication to learning about the essentials of launching a successful business.



Scan the QR code or visit georgina.ca/YSpace to learn more.



Business Foundations

BUSINESS FOUNDATIONS 2024 SCHEDULE



JUNE

Tuesday, June 25	6 p.m. – 8 p.m.	Market Research and Idea Validation
------------------	-----------------	-------------------------------------

JULY

Tuesday, July 2	6 p.m. – 8 p.m.	Setting up Business Operations
-----------------	-----------------	--------------------------------

Tuesday, July 9	6 p.m. – 8 p.m.	Building a Business Plan
-----------------	-----------------	--------------------------

Tuesday, July 16	6 p.m. – 8 p.m.	Branding for Success
------------------	-----------------	----------------------

Tuesday, July 23	6 p.m. – 8 p.m.	Mastering Messaging and Sales
------------------	-----------------	-------------------------------

Tuesday, July 30	6 p.m. – 8 p.m.	Business Financial Fundamentals
------------------	-----------------	---------------------------------

AUGUST

Tuesday, Aug. 13	6 p.m. – 8 p.m.	Press and Presence: PR and Marketing Strategies
------------------	-----------------	---

Tuesday, Aug. 20	6 p.m. – 8 p.m.	Unlocking Grants and Funding Opportunities
------------------	-----------------	--

Tuesday, Aug. 27	6 p.m. – 8 p.m.	Mind Your Mental Well Being as an Entrepreneur
------------------	-----------------	--



Scan the QR code or visit georgina.ca/YSpace to learn more.

