WSN MENTORSHIP PROGRAM
Mentee Training Course

1. LEADERSHIP TEAM

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<tr>
<th>Role</th>
<th>Name</th>
<th>Website</th>
<th>Email</th>
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<tbody>
<tr>
<td>Professor</td>
<td>Dr. Hanan Anis</td>
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<td>Professor</td>
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<td>Professor</td>
<td>Dr. Catherine Elliott</td>
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<td>Coordinator</td>
<td>Rubina Lakhani, PhD (Cand.)</td>
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2. CLASS SCHEDULE

September 4, 2016 to April 30, 2016
Tuesdays - 1:00pm to 4:00pm

3. COURSE OBJECTIVES

Women represent 20% of our engineering student population and this number decreases even further for women entrepreneurs, particularly in the technology sector. The objective of this course is to develop the entrepreneurial mind set within our student population, particularly women. The course will focus on entrepreneurship and skills building. Entrepreneurship topics include: idea generation, elevator pitches, business models, financing, sales and marketing, entrepreneurial behaviors. An important component of the course will be skills building which includes communication, self-awareness, and leadership.
<table>
<thead>
<tr>
<th>WEEK</th>
<th>DISCUSSION THEMES</th>
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<tr>
<td></td>
<td><strong>Fall 2016</strong></td>
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</table>
| 1-2  | • Introduction to the WSN:  
|      | - Course overview  
|      | - Women in engineering and entrepreneurship  
|      | - Diversity  
|      | - Mentorship  
|      | • Introduction to entrepreneurship  
|      | • Icebreaker activity  
|      | • Homework: MBTI, Baseline survey  
| 3-4  | • MBTI and STRONG  
|      | - Team dynamics  
| 5-6  | • Opportunity Identification: identify and evaluate venture opportunities.  
|      | - Ideation  
|      | - Describing the value proposition  
|      | - Framework for opportunity assessment  
|      | - Evaluating a business idea  
| 7-8  | • Design thinking  
| 9-10 | • Effective Communication & Negotiation  
|      | - Gendered communication  
|      | - Active listening techniques  
|      | - Negotiating styles  
|      | - In class exercises  
| 11-12| • Lean Start-up: using analytic techniques, provide a straw man business model to support the analytic framework presented.  
|      | **Winter 2017**  
| 1-2  | • Negotiating styles  
|      | - In class exercises  
| 3-4  | • Marketing  
|      | - Market research for entrepreneurs (market size, opportunity, segment, competitive advantage, product positioning, pricing)  
|      | - Sales versus marketing  
| 5-6  | • Self-awareness: getting to know your Feminine Capital  
|      | - Exercises  
|      | • Goal Setting: SMART goals  
| 7-8  | • Managing the early venture: pre-launch considerations. The objective of this session is to explore pre-launching considerations and implications related to the early venture stages. Issues are divided into incorporation, financing, founders’ agreements, and intellectual property and team agreements.  
|      | - Funding  
|      | - The legal form of an organization  
|      | - Founders dilemmas  
|      | - Assembling human resources  
| 9-10 | • The legal protection of intellectual property  
| 11-12| • Finance: overview of financial considerations for start-ups  
|      | - Income statement  
|      | - Balance sheet  
|      | - Cash flow  |
The course schedule may be modified as necessary to meet the course learning objectives. Any such changes will be announced, in class, and/or, posted on the course website.

5. **PERFORMANCE EVALUATION**

<table>
<thead>
<tr>
<th>Component</th>
<th>Mentee (hrs)</th>
<th>Tasks and Deliverables</th>
<th>Weight</th>
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<tbody>
<tr>
<td>Training</td>
<td>36</td>
<td>- 1.5 hrs in-class time per week</td>
<td>25%</td>
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<tr>
<td>Exam</td>
<td></td>
<td>- In class summative exam</td>
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<tr>
<td>Weekly Reflection</td>
<td>18</td>
<td>Weekly reflections will be based on training and entrepreneurial experiences.</td>
<td>15%</td>
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<tr>
<td>Leadership</td>
<td>30</td>
<td>- 30 hrs community engagement</td>
<td>20%</td>
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<tr>
<td>Project</td>
<td>36</td>
<td>- 1.5 hrs in-class project work per week</td>
<td>40%</td>
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6. **PERFORMANCE EVALUATION COMPONENTS**

**TRAINING AND EXAM (25%)**

Training for mentees is conducted during the Fall/Winter sessions. Students will be tested on their knowledge of basic entrepreneurial concepts taught in the course.

**WEEKLY REFLECTION (15%)**

Reflection is one of the most important components of this program, helping students thoughtfully process their learning and critically assess and understand their applicability. Weekly Reflection reports will discuss in-class themes and provide an analysis of their importance to the student.

**LEADERSHIP (20%)**

For this section of the course, mentees are expected to contribute to the development/advancement of the WSN and/or their entrepreneurial venture in some way. This could include (but is not limited to the following):

- Develop the WSN website or other program components
- Plan an event for the WSN and broader audience: e.g., invited speaker or Master Mentor session (e.g., outline of event, timing, topic, speaker)
- Community service learning through engagement with a community partner
- Mentees are expected to contribute 30 hours in the development the WSN and entrepreneurial leadership

Mentees are also expected to develop their leadership/community development skills throughout the course. This could include the following:

- Community service through engagement with a community partner
- Partner with community organization(s) through the development of a social enterprise.

**PROJECT (40%)**

For this component, the mentees will work as a team with mentors to develop a validated business plan for their entrepreneurial venture. The business plan should include:

- Pitch
- Business model canvas
- Customer discovery and validation
- Go-to market strategy
- Financial plan