

# GLOBAL STARTUP SCHOOL

@TAMWOOD CAREERS


*A Launchpad for  
Student Entrepreneurs  
+ Intrapreneurs!*

# WHERE WORLD CHANGING IDEAS BECOME REALITY.



**Study and Launch** your business or career in **Vancouver**





**Do you** dream of being an Entrepreneur, working in a Startup or being an innovator in a big corporation? Do you feel the entrepreneurial pull but don't know which way to go with it? Regardless of where your entrepreneurial journey is taking you, the Global Startup School has a program to get you there.



### **Go Beyond the Classroom**

You will learn both in and out of class as you work on a business project from inception to launch. Each course module comes with a series of relevant tasks to complete on your project. New Entrepreneurs in Residence will join the program in each module to share their wisdom, tips and techniques. Mentors are available for advice and coaching. Instructors assist you as you work through the assignments, build your business plan and develop your pitch presentation.



### **Work While Studying**

Earn money while you study to help with living expenses. Your Canadian study permit will allow you to work part-time (20 hours per week) during the study term and full time (40 hours per week) during your term breaks. We offer workshops, hiring fairs and tools to assist you in finding work fast! Most students find entry-level jobs in administrative support, hospitality and earn an average of \$11-\$15 per hour working while you study.

## PROGRAMS

### **Applied Diploma in Innovation and Entrepreneurship** (46 or 56 weeks) *For Aspiring Entrepreneurs and Corporate Innovators*

Learn how to develop and create a business idea that will iterate and evolve and the skills and knowledge needed to launch and run a successful business. Each module takes the foundations learned in the core Innovation & Business Ideation course and puts a real-life operations, sales & marketing, financial management and communications lens on the business idea you and your classmates have decided to pursue.

### **Applied Certificate in Marketing for Business & Product Startups** (31 weeks) *For Aspiring Marketing Managers, Community Managers and Sales Managers*

In this program, you will create a product or service from scratch by going through all the steps of a marketing process in real life conditions, including customer discovery, research, promotion, product design and brand management. You will develop your discipline in prioritizing and testing marketing ideas, and analyzing such results. You will learn and develop new marketing, strategy and growth skills through hands-on practice in your business project.

### **Applied Certificate in Management for Business & Product Startups** (37 weeks) *For Aspiring Leaders and Business, Operations and Project Managers*

In this program, you will learn how to manage company strategy, finances, and human resources to help validate a business idea that will iterate and evolve. Each module takes the foundations learned in the core course, Innovation & Business Ideation, and puts a real-life lens on operations, financial management and communications to develop a business or new product or service idea. You will learn what it takes to make a new venture succeed and in the process, learn how to get the right people on board, communicate your vision, set and assess KPI's, and evaluate and control risks.

## LEARNING OUTCOMES

### *Take These Programs and be able to:*

- Develop a business idea that is aligned with your passion and personal values
- Create a prototype/ Minimum Viable Product (MVP) to validate a business idea
- Create customer user profiles
- Create a Business Model Canvas
- Create a marketing plan that corresponds with sales goals
- Identifying opportunities and challenges arising in a global business model
- Hire, fire and most importantly retain employees
- Communicate with your accounting team and understand financial statements
- Define key financial and startup metrics to measure growth and traction
- Develop a fundraising strategy and learn how to pitch your idea to potential funders and investors
- Identify the legal needs of your startup and plan an IP strategy
- Operate as an effective team leader
- Communicate effectively with business stakeholders, investors, employees, and potential customers

# PROGRAMS COMPONENTS

Course	Duration	Diploma in Innovation and Entrepreneurship	Certificate in Marketing	Certificate in Management
Innovation & Business Ideation	4 wks / 80 hrs	✓	✓	✓
Marketing for Startups & Product Launches:	8 wks / 160 hrs	✓	✓	
Global Business Strategies	8 wks / 160 hrs	✓	✓	
Execution & Management	8 wks / 160 hrs	✓		✓
Financial Management	8 wks / 160 hrs	✓		✓
Business Communications	4 wks / 80 hrs	✓	✓	✓
Capstone Project	2 wks / 40 hrs		✓	✓
<b>Term Breaks</b>		16 weeks	5 weeks	11 weeks
<b>Total Duration (study + breaks)</b>		56 weeks	31 weeks	37 weeks
<b>Start Dates</b>		Four intakes per year	Once per year	Once per year

## Eligibility

- Minimum 19 years of age
- Minimum one academic year post-secondary studies or 24 months of work experience in any field
- You must demonstrate level 5 English with Tamwood Careers' online test and interview. The online test and interview are exempt if CEFR B2, IELTS 5.5, TOEFL iBT 46-59, Cambridge FCE (C) or Tamwood Language Centre's level 5 is presented
- You don't need to have a business idea or team fleshed out before you apply. You will develop both in the program!

## Study and launch your business or career in Vancouver

Consistently ranked as one of the top 20 startup cities in the world and one of the top three cities in the world to live, Vancouver is the perfect place to learn entrepreneurship and launch a business or find your dream job.

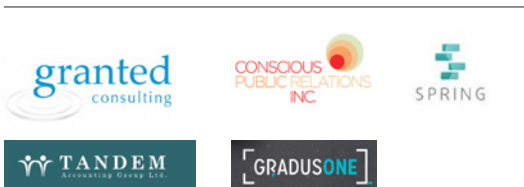
## Develop a viable business idea and and apply for Canadian immigration

Ask us about how you can use the business concept you will develop in our program to apply for the Canadian Startup Visa and move to Canada permanently.

## Expand your career opportunities

The skills of entrepreneurship are for everyone - not just for startup founders. In these programs you will learn to be nimble, flexible and forward-thinking. You will be confident to drive change and know how to stand out in a company.

## OUR PARTNERS:



## GLOBAL STARTUP SCHOOL @TAMWOOD CAREERS

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