



GRADUATE STUDIES



WINTER  
2025

Develop

ETP  
HAND BOOK

## PROGRAM OVERVIEW

Memorial's Entrepreneurship Training Program (ETP) was started in 2012 and aims to help graduate students develop the knowledge and skills necessary to start and run successful business ventures. The ETP is jointly coordinated by the School of Graduate Studies (SGS) and the Internationalization Office (IO), in partnership with the Atlantic Canada Opportunities Agency (ACOA). The ETP consists of the ETP Discover (Fall semesters), the ETP Develop (Winter semesters), and the ETP Inspiration (Summer semesters).

The ETP's main objectives are as follows:

- To encourage innovative new start-ups and other entrepreneurial ventures.
- To foster the attitudes and behaviours necessary for successful entrepreneurship among international and domestic graduate students.
- To acquire the knowledge and skills germane to entrepreneurship.
- To increase the problem solving skills that are key to entrepreneurship leading to increased problem identification, critical thinking and team building.
- To identify and stimulate entrepreneurial drive, talent and skills.
- To impart information about organizations in the local entrepreneurial ecosystem to ETP participants and to connect them to relevant contacts and resources.

The ETP received a national award from the Canadian Association of Career Educators and Employers (CACEE) for Excellence in Innovation and Student Engagement in 2013. It also received a national award for Program Innovation from the National Student Awards and Services Association, a division of the Canadian Association for College and University Student Services (CACUSS).

### Contact Information:

The ETP is organized and administered by Dr. Hanh Do, the ETP Program Coordinator.

Email: [dtmaihan@mun.ca](mailto:dtmaihan@mun.ca)

Office: IIC-2012, Bruneau Centre for Research and Innovation

### Structure of the Entrepreneurship Training Program (ETP) Develop – Winter 2025)

The ETP Develop – Winter 2025 will provide participants with core entrepreneurship themes and problem-solving skills. The is offered in February and March 2024 through [Brightspace](#). This certificate-provided ETP program has two main components:

Workshop Modules (Theoretical lessons, self-study, online through Brightspace and asynchronous) and Special Topic Sessions (Practical lessons, hybrid mode and synchronous). All course content, reminders and relevant information will be posted on the Brightspace of the ETP Develop – Winter 2025. Therefore, it is your responsibility to log in to Brightspace to receive those pieces of information.

One-on-one or group advice sessions and support: These sessions are available for ETP participants and alums who need help to develop their business ideas. Additionally, they are provided and connected with relevant resources and support from the entrepreneurial ecosystem and entrepreneurs in Newfoundland and Labrador.

## Structure of the Entrepreneurship Training Program (ETP) Develop – Winter 2025)

Part 1: Workshop Module (Self-study theoretical lessons, online through [Brightspace](#), asynchronous)

### Overview

This component comprises eight workshops providing you, ETP participants, with skill sets (available in the course content section). Eight workshop modules will be delivered through [Brightspace](#) every Tuesday at 10 am (from February 4, 2025, until March 25, 2025). You are encouraged to access Bright Space to self-study on your own time and complete the assigned tasks weekly and before the Special Topic Session. Reason: ETP participants will have opportunities to understand more about theoretical knowledge in the workshop modules through practical expertise brought from the Special Topic Sessions. Alternatively, you are allowed to complete all modules by the end of the program, April 6, 2024.

### Schedule:

February 4, 2025

Workshop 1: Naming & Branding

- Developing concepts for naming and branding a business
- Dos and don'ts of naming, what to consider and resources for different budgets
- Focus on incorporated businesses (taxes, remittances, etc.)
- Bookkeeping tools and tips

February 11, 2025

Workshop 2: Legal ABCs of Starting a Business

- A Deeper delve into incorporation, other business structures and the legal implications
- Resources for businesses requiring legal support

February 18, 2025

Workshop 3: Sales, Marketing & Social Media

- Marketing and social media for start-up businesses
- Review of social media platforms
- How to create a marketing and social media strategy
- Tools and resources for social media management

February 25, 2025

Workshop 4: Managing Growth

- How to anticipate and plan for growth
- How to set reasonable expectations and predictions for growth
- Resources for managing growth

March 4, 2025

Workshop 5: Accounting for Business

- Introduction to Accounting
- How to manage finances and track books

March 11, 2025

Workshop 6: Financial Management

- Introduction to cash flow, money management and budgeting
- Leveraging funding & financing
- Personal & business money management (for all business structures)

March 18, 2025

Workshop 7: Intellectual Property and Commercialization

- Different types of intellectual property and overview of requirements & processes
- Importance of protecting IP
- Best practices and advice related to IP
- Commercialization of research

March 25, 2025

Workshop 8: Next Steps – Resources, Supports & Planning

- Review of supports and resources in NL and what they offer
- Identifying a 'roadmap' of these resources for a specific business (i.e. what resources at what time)
- Next steps and how to move forward with long-term planning and initiatives
- Business goal setting and visioning

## Structure of the Entrepreneurship Training Program (ETP) Develop – Winter 2025)

### Instructions for accessing [Brightspace](#) for the workshop module:

You will be added to the Brightspace course before February 1, 2025. If you apply for this program after this date, it will take around 1-2 days to be added. We will email you and let you know when you can access [Brightspace](#).

Step 1: On every Tuesday from 10 am (starting from February 4, 2024), access [Brightspace](#) and select the course titled "[ETP Develop – Winter 2025](#)."

Step 2: Select Content/Workshop Modules/Workshop 1 (or 2, 3...8) to view and self-study the materials provided for that workshop.

Step 3: Visit Discussions/Post-workshop Reflection 1 (or 2, 3...8) to do your task as described in the ETP Handbook: completing 1 thread and 1 post for each workshop.

- Thread: It is the content you answer the discussion questions of each workshop:

*Click Post-workshop Reflection 1 (or 2, 3...8)/Click "Start a new thread": You can create the subject for your thread in the small box, then answer the workshop's questions in the big box. After completing, please click "Post"*

- Post: It is the content you reply to another ETP student's thread.

*Click Post-workshop Reflection 1 (or 2, 3...8)/select and click any thread below created by another ETP student / Click "Reply to thread" to comment or discuss their content at the big box. Notes: you don't need to create a new subject; just keep the current one in the small box. After completing, please click "Post"*

### Requirements:

Make sure that you log in to your Brightspace every Tuesday. You are encouraged to review the material, including text, videos, links, and session recordings weekly.

Initially, you will be required to read and self-study the material and videos (if any) on the course content of the relevant week. Then, you have to answer the questions of the Post-workshop reflection for each week (your threads).

Instructions will be provided in the Discussion section. Finally, students must select and reply to another participant's thread (your posts).

**Deadline for being eligible to get the ETP certificate:** You will have time until 11.59 pm, Sunday, April 6, 2025, to complete at least 4 out of 8 Post-workshop reflections, which include at least 4 threads and 4 posts.



## Part 2: Special Topic Session (Online and in-person modes)

This component includes 9 interactive sessions, starting from October 3, 2024, that are weekly presented by excellent, experienced experts, entrepreneurs, or guest professors. ETP students will have opportunities to understand more about theoretical knowledge in the workshop module and through practical expertise brought from the Special Topic Sessions.

Session 1: Market Analysis for starting a business

Date: Friday, February 7, 2025

Time: 2 – 3 pm

Mode: Hybrid mode (In person and online)

Venue: [ED2018B, Education Building](#)

Speaker: *Allison Mullaly-Ring*

*Senior Director of Policy & Evaluation,  
MQO Research*

<https://www.mqoresearch.com/about/>

Joint link:

<https://mun.webex.com/mun/j.php?MTID=m56d26c438a78af6f00d3f78ba9304ca9>

Session 2: Navigating the Legal Pitfalls of Incorporation and Financing

Date: Thursday, February 13, 2025

Time: 2 – 3 pm

Mode: Hybrid mode (In person and online)

Venue: A-1046, [Art and Administration Building, MUN](#)

Speaker: *Atanu Halder and Christina Driscoll*

*Associate, Cox & Palmer*

<https://coxandpalmerlaw.com/people/atanu-k-halder/>

&  
<https://coxandpalmerlaw.com/people/christina-driscoll/>

Joint link:

<https://mun.webex.com/mun/j.php?MTID=mcd25e560be810a569965e54522b1a2b2>

Session 3: Knowing Your Value Proposition in Building a Business

Date: Thursday, February 20, 2025

Time: 2 – 3 pm

Mode: Hybrid mode (In person and online)

Venue: A-1046, [Art and Administration Building, MUN](#)

Speaker: *Johanna Brown*

*Tech Sales Strategist | Sales Advisor  
G Consultant | Entrepreneur*

<https://technl.ca/about-us/johanna-brown/>

Joint link:

<https://mun.webex.com/mun/j.php?MTID=mcd25e560be810a569965e54522b1a2b2>

Session 4: Contextualizing Entrepreneurship

Date: Thursday, February 27, 2025

Time: 2 – 3 pm

Mode: Hybrid mode (In person and online)

Venue: A-1046, [Art and Administration Building, MUN](#)

Speaker: *Dr. Philip Piercey*

*Assistant Professor, Faculty of  
Business Administration, MUN*

<https://www.mun.ca/business/about-us/our-people/faculty-and-instructor-profiles/philip-piercey.php>

Joint link:

<https://mun.webex.com/mun/j.php?MTID=m7da155be1af1bfe0b45d1611502998cd>

Session 5: Partnerships as a Path to Sales Growth

Date: Thursday, March 6, 2025

Time: 2 – 3 pm (NST)

Mode: Online

Speaker: *Michele McCarthy*

*Senior Sales and Partnerships Lead*

<https://www.linkedin.com/in/michele-mccarthy-0006b66>

Joint link:

<https://mun.webex.com/mun/j.php?MTID=mdf9d5360e580dd6f3f38509d1ce71d01>

Session 6: Managing Growth – A Focus on Business Goals

Date: Thursday, March 13, 2025

Time: 2 – 3 pm

Mode: Hybrid mode (In person and online)

Venue: A-1046, [Art and Administration Building, MUN](#)

Speaker: *Mandy Woodland*

*CEO, AmpHealth*

<https://www.linkedin.com/in/mandywoodland>

Joint link:

<https://mun.webex.com/mun/j.php?MTID=m85f4e8fcdd5a40bf2e68bfd14c8d3f9d>

Session 7: Tips and Traps in Financial Management and Accounting

Date: Thursday, March 20, 2025

Time: 2 – 3 pm

Mode: Hybrid mode (In person and online)

Venue: A-1046, [Art and Administration Building, MUN](#)

Speaker: *Dorothy M. Keating FCPA, FCA, FEA, ICD.D  
Noseworthy Chapman, Chartered Professional Accountants*

<https://www.linkedin.com/in/dorothy-keating-fcpa-fca-icd-d-fea-bb620126>

Joint link:

<https://mun.webex.com/mun/j.php?MTID=m85f4e8fcdd5a40bf2e68bfd14c8d3f9d>

Session 8: Intellectual Property: What

New Entrepreneurs Should Know

Date: Thursday, March 27, 2025

Time: 2 – 3 pm

Mode: Hybrid mode (In person and online)

Venue: A-1046, [Art and Administration Building, MUN](#)

Speakers: *Libby Carew  
Regional IP Counsellor, Newfoundland and Labrador  
Springboard Atlantic Inc.*

*Dr. Jacqui Bartlett*

*Associate Professor  
Faculty of Business, MUN*

<https://www.linkedin.com/in/libby-carew> &

<https://www.mun.ca/business/about-us/our-people/faculty-and-instructor-profiles/jacqui-bartlett.php>

Joint link:

<https://mun.webex.com/mun/j.php?MTID=m9259bdaf9289baea8239076cde78aa99>

Session 9: AI and Creative in Doing Business

Date: Thursday, April 3, 2025

Time: 2 – 3 pm (NST)

Mode: Online

Speaker: *Lilija Spiglazovaite  
Client Partner at Meta*

<https://www.linkedin.com/in/lilijaspijazovaite>

Joint link:

<https://mun.webex.com/mun/j.php?MTID=m8f60b57011102c94a5f1eb565bcf1741>

Closing Ceremony and Networking Event

Date: April 25, 2024

Time: 12 pm – 4 pm

Venue: IIC-2001

*Attendees: ETP students and alumni, guest speakers and representatives from CBDC, CSE, Genesis, MBO, MCE, PropelICT, RIO, WhiteRock NL G Work Global Canada Inc.*

*Agenda:*

Part 1: Certificate Awarding Ceremony. 12 pm – 12.45 pm

Part 2: Lunch.

12.45 pm – 1.30 pm

Part 3: Panel session: Resource Support for the Entrepreneurship in NL and Networking.

1.30 pm – 4 pm

## Instructions for attending the Special Topic Sessions

### Before the session:

For St. John's campus students:

Please be available at the venue at least 5 minutes in advance. And, please always confirm your attendance by filling out the QR code (provided at the venue) to keep records and attendance check.

For Grenfell campus, Labrador campus and Marine Institute campus students:

Please access the joint link provided on [Brightspace course content and a weekly email with the subject titled "This week's schedule." You don't need to do anything for the attendance check, as Webex automatically records it.](#)

### After the session:

Session's recording and materials (if any):

It is usually available 1-2 days after the session on [Brightspace with the course titled "ETP Develop – Winter 2025." Please visit Content/Special Topic Sessions/ select Session 1 \(or 2,3,...9\) to review the session or its materials.](#)

### Session's photos:

Beautiful pictures of these special topic sessions are available in the Content/Program Information & Outline /Session 1 (or 2, 3...9) Photos.

Requirements: Synchronous (at the same time) Attendance

All ETP students are required to attend the sessions (in person or online) at the same time. Except for ETP students who have been approved to obtain the special policy mentioned below,

- St. John's campus students must attend synchronously at least 4 (four) sessions in person.
- Marine, Grenfell and Labrador campus students: must attend synchronously at least 4 (four) sessions online

### Special policy:

Students who cannot synchronously attend the Special Topic Sessions as required due to their recurrent study schedule conflict or family responsibilities (for example: taking care of the little child(ren)) can apply for this policy by contacting the program coordinator at [dtmaihanh@mun.ca](mailto:dtmaihanh@mun.ca). [By obtaining this policy, eligible students are allowed to review the sessions' recordings weekly on their own time. They are required to set aside time to review all recordings you missed. This activity will be checked carefully as the attendance requirement for the component of Special Topic Sessions to obtain the certificate of ETP Develop-Winter 2025.](#)

To get this special policy approved, please provide the ETP Coordinator via email:

- The proof of your course coincides with the specific topic sessions (which session(s), its title, date and time). Please be advised that you must attend if the other sessions occur on another date and time.
- Your instructor's or Lab supervisor's full name and email contact.



## Summary of criteria for receiving the certificate of the ETP Develop-Winter 2025

Please note that, besides obtaining the knowledge and invaluable experiences in entrepreneurship and business from this ETP Discover program, you can add this certificate to your resume to become a more robust job applicant in the near future.

Items	Number required	Deadlines
Follow the ETP Facebook at <a href="https://www.facebook.com/mun.etp">https://www.facebook.com/mun.etp</a> And other ETP social media	Followed	As soon as possible to receive helpful information and communication for and with ETP participants and alumni .
Complete your Introduction (Your first thread in this discussion section in Brightspace)	01 thread	March 4, 2025
Answer the discussion questions for each post-workshop reflection each week (your thread)	04 threads	You will have until April 6, 2025, to complete at least 4 threads. Tips : Completing the thread every week is the most effective way to gain ETP knowledge as it usually relates to the Special Topic Sessions.
Reply to at least one student's thread each week (Your post)	04 posts	You will have until April 6, 2025, to complete at least 4 posts.
Attend at least 4/9 Special topic Sessions	04 Attendance (Synchronous)	St. John's campus students: In-person Attendance Marine, Grenfell campus students: Online Attendance Special policy students: Review of at least 4 session recordings are required on their own time.
Complete one anonymous post -program survey (the survey link will be posted on April 4, 2025)	01 survey	April 10, 2025.
<p>Optional (but essential):</p> <p>One-on-one or group advice and support sessions : These sessions are available for ETP participants and alums who need help to develop their business ideas. Additionally, they are provided and connected with relevant resources and support from the entrepreneurial ecosystem and entrepreneurs in Newfoundland and Labrador. Furthermore, the purpose of these optional sessions is to guide students individually, give group advice and partner finding for ETP students' upcoming businesses.</p> <p>ETP participants are encouraged to attend weekly drop-in meetups (individually or in groups ) at least once after special topic sessions from 3.30 -4.30 pm in IIC -2012 (Bruneau Building). You can also book an in-person or online appointment with the ETP Coordinator via this link <a href="https://mun.jotform.com/242633434622.250">https://mun.jotform.com/242633434622.250</a></p>		





## OTHER IMPORTANT INFORMATION

### Communication

Communication throughout the ETP will be done through Brightspace. You are required to monitor the announcements and content pages for any updates or relevant information.

If you have any questions or enquiries, please contact Dr. Hanh Do, ETP Program Coordinator.

- Email: [dtmaihanh@mun.ca](mailto:dtmaihanh@mun.ca)
- In Office: Thursdays and Fridays
- Online: Mondays, Tuesdays and Wednesdays

### Recordings

ETP sessions might be recorded before being uploaded on Brightspace. Participants are not required to speak or use the video if they are uncomfortable doing so. They will be allowed to type questions in the chat and follow up by email.

Only ETP participants and individuals authorized by Memorial University can view the recordings. Recording sessions, events or any other activities or components of the ETP by anyone other than those authorized by Memorial University is not permitted.

### Materials and Resources

Presentation materials, slides, handouts and other materials and resources provided throughout the ETP are protected by copyright legislation. These resources are solely intended for the program participants registered in the ETP. They are not to be modified, copied, distributed or used for any other purpose than the use of the ETP participants as review materials and program resources. Copyright legislation applies to all of the ETP content. All materials/content provided through this program are copyrighted by the individual presenters, their organization, or Memorial University.

### Follow-us on ETP website and Social Media

Website: <https://www.mun.ca/etp/>

Facebook: <https://www.facebook.com/mun.etp>

Twitter: [https://twitter.com/mun\\_etp](https://twitter.com/mun_etp)

LinkedIn: ETP Coordinator: [www.linkedin.com/in/thi-mai-hanh-do-56972187](http://www.linkedin.com/in/thi-mai-hanh-do-56972187)

LinkedIn: MUN Entrepreneurship Training Program Alumni: <https://www.linkedin.com/groups/8618570/>

Instagram: <https://instagram.com/mun.etp>



## WORKSHOP OUTLINE

February 4,  
2025

Workshop 1:

### **Naming & Branding**

- Developing concepts for naming and branding a business
- Dos and don'ts of naming, what to consider and resources for different budgets

February 11,  
2025

Workshop 2:

### **Legal ABCs of Starting a Business**

- A Deeper delve into incorporation, other business structures and the legal implications
- Resources for businesses requiring legal support

February 18,  
2025

Workshop 3:

### **Sales, Marketing & Social Media**

- Marketing and social media for start-up businesses
- Review of social media platforms
- How to create a marketing and social media strategy
- Tools and resources for social media management

February 25,  
2025

Workshop 4:

### **Managing Growth**

- How to anticipate and plan for growth
- How to set reasonable expectations and predictions for growth
- Resources for managing growth

March 4,  
2025

Workshop 5:

### **Accounting for Business**

- Introduction to Accounting
- How to manage finances and track books
- Focus on incorporated businesses (taxes, remittances, etc.)
- Bookkeeping tools and tips

March 11,  
2025

Workshop 6:

### **Financial Management**

- Introduction to cash flow, money management and budgeting
- Leveraging funding & financing
- Personal & business money management (for all business structures)

March 18,  
2024

Workshop 7:

### **Intellectual Property and Commercialization**

- Different types of intellectual property and overview of requirements & processes
- Importance of protecting IP
- Best practices and advice related to IP
- Commercialization of research

March 25,  
2024

Workshop 8:

### **Next Steps - Resources, Supports & Planning**

- Review of supports and resources in NL and what they offer
- Identifying a 'roadmap' of these resources for a specific business (i.e. what resources at what time)
- Next steps and how to move forward with long-term planning and initiatives
- Business goal setting and visioning

# SPECIAL TOPIC SESSION SCHEDULE

St. John's campus students: must attend synchronously at least 4 (four) in-person sessions. Marine, Grenfell and Labrador campus students: must attend synchronously at least 4 (four) sessions online.

Date/Time/Venue	Topic	Speaker
February 7, 2025 (Friday) 2 pm – 3 pm ED2018B, Education Building	<b>Session 1: Market Analysis for starting a business</b>	<b>Allison Mullaly-Ring</b> <i>Senior Director of Policy &amp; Evaluation, MQO Research</i>
February 13, 2025 (Thursday) 2 pm – 3 pm A-1046, Art and Administration Building	<b>Session 2: Navigating the Legal Pitfalls of Incorporation and Financing</b>	<b>Atanu Haldar and Christina Driscoll</b> <i>Associate, Cox &amp; Palmer</i>
February 20, 2025 (Thursday) 2 pm – 3 pm A-1046, Art and Administration Building	<b>Session 3: Knowing Your Value Proposition in Building a Business</b>	<b>Johanna Brown</b> <i>Tech Sales Strategist   Sales Advisory &amp; Consulting</i>
February 27, 2025 (Thursday) 2 pm – 3 pm A-1046, Art and Administration Building	<b>Session 4: Contextualizing Entrepreneurship</b>	<b>Dr. Philip Piercey, Assistant Professor</b> <i>Faculty of Business Administration, MUN</i>
March 6, 2025 (Thursday) 2 pm – 3 pm <b>Online</b>	<b>Session 5: Partnerships as a Path to Sales Growth</b>	<b>Michele McCarthy</b> <i>Senior Sales and Partnerships Lead</i>
March 13, 2025 (Thursday) 2 pm – 3 pm A-1046, Art and Administration Building	<b>Session 6: Managing Growth – A Focus on Business Goals</b>	<b>Mandy Woodland</b> <i>CEO, AmpHealth</i>
March 20, 2025 (Thursday) 2 pm – 3 pm A-1046, Art and Administration Building	<b>Session 7: Tips and Traps in Financial Management and Accounting</b>	<b>Dorothy M. Keating FCPA, FCA, FEA, ICD.D</b> <i>Noseworthy Chapman, Chartered Professional Accountants</i>
March 27, 2025 (Thursday) <b>12 pm – 1 pm</b> A-1046, Art and Administration Building	<b>Session 8: Intellectual Property: What New Entrepreneurs Should Know</b>	<b>Libby Carew</b> <i>Regional IP Counsellor, Newfoundland and Labrador; Springboard Atlantic Inc.</i> <b>Dr. Jacqui Bartlett</b> <i>Associate Professor, Faculty of Business, MUN</i>
April 3, 2025 (Thursday) 2 pm – 3 pm <b>Online</b>	<b>Session 9: AI and Creative in Doing Business</b>	<b>Lilija Spiglavovaite</b> <i>Client Partner at Meta</i>
April 25, 2025 (Friday) 12.00 pm – 4.00 pm <b>Venue: IIC-2001</b>	<b>Closing Ceremony and Networking Event:</b> <b>Venue: IIC-2001</b> <b>Agenda:</b> <ul style="list-style-type: none"> <li>▪ <b>Part 1:</b> Certificate awarding ceremony. <b>12 pm – 12.45 pm</b></li> <li>▪ <b>Part 2:</b> Lunch. <b>12.45 pm – 1.30 pm</b></li> <li>▪ <b>Part 3:</b> Panel session:</li> </ul>	ETP participants, guest speakers and representatives from CBDC, CSE, Genesis, MBO, MCE, PropelICT, RIO, WhiteRock NL & Work Global Canada Inc.,

## MEETUPS (INDIVIDUAL OR GROUP) WITH THE ETP COORDINATOR

- Drop-in session: 3.30 pm - 4.30 pm on Thursdays in IIC-2012 (Bruneau Building)
- By appointment – Registration link: <https://mun.jotform.com/242633434622250>
  - 10.30 am - 4.30 pm on Tuesdays (online)
  - 2-4.30 pm on Wednesdays (Online)
  - 2-4.30 pm on Fridays (In person) in IIC-2012 (Bruneau Building)

## Contact Information:

Dr. Hanh Do, ETP Program Coordinator  
 Email: [dtmaihanh@mun.ca](mailto:dtmaihanh@mun.ca)  
 Office: IIC-2012, Bruneau Building