



Entrepreneurship for Cardiovascular Health Opportunities



Now Online

**APPLY
NOW**

**A virtual entrepreneurship training program
for innovators of cardiovascular technologies.**

Funded and organized by the **Translational Biology and Engineering Program**, at the University of Toronto and the Ted Rogers Centre for Heart Research, in partnership with the Health Innovation Hub.

ECHO is a specialized experiential training program with the main objectives to:

- (1) Provide entrepreneurship training, mentorship, networking and funding opportunities for early ventures in the cardiovascular health sector
- (2) Aid in transferring research innovations and intellectual property from academic and hospital institutions into the economy
- (3) Create more start-ups in the cardiovascular health sector

Founded in 2018, ECHO is a **12-month online training program** led by high-calibre entrepreneurial industry, policy, regulatory and clinical experts. It comprises a unique combination of five complementary modules.



Module 1. PRINCIPLES OF ENTREPRENEURSHIP

October - December 2020

The MaRS Entrepreneur's Toolkit Workshops are a collection of experiential and hands-on workshops that are facilitated by veteran entrepreneurs. It targets such fundamental entrepreneurship principles as value proposition, business model, finance fundamentals, leadership, marketing and communication, sales strategy and pitching to investors.

WORKSHOPS (2 HOURS / SESSION)

Workshop Theme	# of Sessions	Session Deliverables
Value Proposition 1 & 2	2 sessions	Understanding the Lean Startup approach and way of validating problems and ideas with potential customers. Writing a viable value proposition and a process for validating the proposition.
Business Model Canvas 1 & 2	2 sessions	A sustainable business model for your new venture and a process for validating the model.
Finance Fundamentals	1 session	Forecasting and determining pricing for a medical company and a cash-flow forecast for your business.
MarCom Toolkit 1 & 2	2 sessions	Key marketing and communication components that will contribute to a cost-effective, high impact MarCom strategy and increased opportunities for growth.
Pitching to Investors 1 & 2	2 sessions	Creating a powerful pitch that you can use to engage investors or other important stakeholders.



Module 2. HEALTH VENTURE ROUNDS

January - June 2021

A series of interactive workshops focused on key subjects pivotal to the success of early stage start-ups in the health sector such as market research, corporate governance, intellectual property, regulatory strategy, clinical trials, quality systems, health technology assessment, procurement, funding and government resources, and investments, and partnerships. They are facilitated by academic, industry and government subject matter experts.

WORKSHOPS (2 HOURS / SESSION)

Market Research

Session 1. Market research resources and strategies

Legal Aid

Session 2. Corporate finance and corporate governance

Session 3. Patents and intellectual property

University & Hospital Resources for Entrepreneurs

Session 4. Commercializing university/hospital early-stage discoveries

Regulatory & Clinical Trials

Session 5. Regulatory requirements for drugs and medical devices

Session 6. Clinical trial planning and execution for drugs and medical devices

Session 7. Quality management systems essentials for medtech start-ups

Session 8. Creating safe medtech products through usability engineering

Reimbursement & Procurement

Session 9. Health technology assessment of cardiovascular technologies

Session 10. Implementing health technologies and innovations in hospitals

Funding, Investments & Partnerships

Session 11. Government funding and resources for Canadian entrepreneurs

Session 12. Investor perspectives on healthcare and life sciences startups

Session 13. Team building, mentorship and collaborations in the development phase



Module 3. LESSONS FROM LEADERS

January - June 2021

A webinar series in which successful entrepreneurs and business leaders will share their experiences in commercializing technologies in the cardiovascular health sector. Guest speakers include executives and founders of medical device, biotechnology and digital health companies.

Stay tuned for speaker list!



Module 4. COMMUNITY OF MENTORS

Successfully-ranked ventures will become clients of the Health Innovation Hub (H2i), a University of Toronto campus-linked accelerator, with access to: (1) H2i's extensive network of industry, government and academic advisors, (2) peer-to-peer mentorship by start-up mentors selected from H2i's venture portfolio, (3) professional funding and (4) H2i events.

Visit h2i.utoronto.ca for more information.



Module 5. IGNITE START-UP FUNDING

July - October 2021

The program will culminate with pitch training, private pitch sessions and ECHO PITCH 2021 - a public pitch competition event, where the program ventures will have the opportunity to win start-up funding from a \$250,000 pool. There will also be opportunities for follow-on funding via our partners.

CALL FOR APPLICATIONS

Limited space available - apply now!

ELIGIBILITY

Any Canadian-based researcher, clinician, student and/or entrepreneur developing cardiovascular technologies and innovations is eligible to apply.

COMPETITIVE ENROLLMENT PROCESS

Expression of Interest (EOI)

Submit an EOI to receive priority considerations within the candidate pool by **Friday, July 24, 2020**:

[ECHO EOI Form](#) - submit to Soror Sharifpoor (soror.sharifpoor@utoronto.ca)

Application

Complete the following two forms and submit by **Friday, August 28, 2020**:

1) [ECHO Application Form](#) - submit to Soror Sharifpoor (soror.sharifpoor@utoronto.ca)

2) [H2i Venture Application Form](#) - submit online

Interviews

Interviews will commence **September 2020** for select applicants. The program begins **October 2020**.

PROGRAM REQUIREMENTS

Ventures accepted into the ECHO Program are required to:

- Participate in each program module for 12 months beginning October 2020
- Attend a minimum of 80% of the program's virtual workshops and webinars
- Become an H2i member and engage with H2i mentors
- Participate in ECHO PITCH 2021, the final pitch competition, for the opportunity to win start-up funding

→ Please visit tedrogersresearch.ca/ECHO for instructions and forms

For more information on the ECHO program, please contact Soror Sharifpoor: soror.sharifpoor@utoronto.ca

The ECHO program is funded and organized through the Translational Biology and Engineering Program in partnership with the Health Innovation Hub (H2i). The Translational Biology and Engineering Program is the University of Toronto component of the Ted Rogers Centre for Heart Research, focused on heart failure research across the lifespan. H2i is a University of Toronto campus-linked accelerator facilitating the commercialization of health matters.