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BUSINESS ACCELERATOR WEBINARS SERIES: JANUARY – MARCH 2010

VALUABLE BUSINESS PROGRAMS FOCUSED ON FUNDING,
BUSINESS PLANNING, MONETIZING YOUR IDEA AND MORE AS
PRESENTED BY SOME OF THE BEST IN THE INDUSTRY....

BROUGHT TO YOU BY BCRSTN (BC REGIONAL SCIENCE AND TECHNOLOGY NETWORK)

- Online accessibility: these workshops and sessions are offered online.
- Participate from your home or office by joining the live interactive webinars online.
- Interact during the workshop and ask questions specific to your company.

PRE REGISTRATION IS REQUIRED FOR ALL WEBINARS – register early to avoid disappointment
For questions and contact information call 250-483-5052 or visit www.kast.com



National Research
Council Canada

Industrial Research
Assistance Program

Conseil National
de recherches Canada

Programme d'aide à la
recherches industrielle



BUSINESS ACCELERATOR WEBINARS

Business Diagnostics – an online self paced 7 module program

Companies seeking strategic planning direction, business financing and more business tools for more information on this program and its various modules visit www.kast.com

PRESENTER: Business Diagnostics Online

DATE: ongoing intake but must be completed by March 15th 2010

COST: \$50

THE FOLLOWING WEBINARS ARE FREE OF CHARGE
REGISTER FOR ONE OR ALL SEVEN MODULES, BY CLICKING [HERE](#)

Intellectual Property Protection

Worried that your idea will be taken? Investors asking about what your IP protection is and you don't have an answer yet? The value of intellectual protection is critical for investors and in protecting all of your hard work. Not sure if you can get IP? Learn how to get started and what it will take to protect one of your company's most valuable assets.

PRESENTER: Brian Lee, Gowlings www.gowling.com

DATE: January 20th, 2010, 12 noon – 1 p.m. plus Q&A

SR&ED is a \$4 Billion Government Incentive - Do You Qualify?

Is your company working on a technically challenging project? You may qualify for programs that fund up to 68 cents on the dollar! Join this one hour session to discover how your company may be eligible and the top 10 tips efficiently navigating the SRED (The Scientific Research and Experimental Development Program) program

PRESENTER: Richard Moore www.techincentives.ca

DATE: January 27th, 2010, 12 noon – 1 p.m.

Build Revenue With Target Marketing Techniques

Market research and Market segmentation. You will Learn: key criteria for understanding your market opportunity, methods for market research and methods for determining pricing, tips for market research on a shoestring and more.

PRESENTER: Dave Thomas of [Rocket Builders](#)

DATE: February 9th, 2010, 12 noon – 2 p.m.

Show me the Money! Monetizing Your Product With Industry Guru Rochelle Grayson

Interested in how your company can benefit from digital media and technology trends?

This session will focus on digital media, technology and innovation companies in the monetization of software/applications as well as present ideas on turning new trends into opportunities

PRESENTER: Rochelle Grayson is a start up to profit specialist. www.rochelle.ca

DATE: February 11th, 2010, 1 – 2:30 p.m.

Product Positioning & Market Intelligence: Define and Launch to Your Market

Market entry tactics ,leveraging partnerships and communications to expand your market reach.

Have you identified potential partners that are already doing business with your ideal customers?

Plus getting the word out and generating sales leads

PRESENTER: Dave Thomas of [Rocket Builders](#)

DATE: March 9th, 2010, 12 noon – 2 p.m.

IRAP – Funding and Knowledge Resource for Innovative Business

Innovative concepts a key part of your company? IRAP (Industrial Research Assistance Program) may have assistance for you. IRAP offers accessibility to an extensive network of industry experts as well as offering funding for your company. Join this workshop and discover how IRAP can support you.

PRESENTER: Bruce Hardy, , Industrial Technology Advisor, National Research Council's Industrial Research Assistance Program (NRC-IRAP) [website](#)

DATE: March 16th 2010, 12 noon – 1 p.m.