

# Growing Your Business Breakfast Sessions

## Session 1 - How to Create a Successful Business Model

September 16, 2008  
7:30 - 10:00 a.m.

Faculty Club  
South Building  
at the University of  
Toronto Mississauga  
3359 Mississauga Rd. North  
(DIRECTIONS HERE)

Pre-registration \$20  
At the door \$25  
For the series \$150  
of 10 seminars

Registration fee includes  
breakfast & parking.

REGISTER HERE  
or contact Na Fan at  
905-569-4446 or  
na.fan@ric-centre.on.ca.



### Guest Speakers:

#### Andrew Maxwell, University of Toronto Mississauga

Andrew founded two environmental technology companies and created a wireless, medical device and web company. He joined the U of T's Innovation Foundation and founded its technology incubator where he helped create 30 technology businesses, as well as teaching at the Rotman School of Business. Andrew will discuss:

- What is a business model
- New and innovative business models – how they are changing the economic landscape
- Innovative practices that employers can use to improve competitiveness

#### John Cook, Managing Partner, Investeco Capital

Prior to joining Investeco, John was President and Chief Operating Officer of MaRS Discovery District where he led corporate development and strategy from 2001 to 2005. John has also held executive positions at AIM Funds Management Inc. and BPI Financial Corporation. He was a founder and Board Member for the Biotechnology Council of Ontario and a founding member of the National Angel Organization. John will discuss:

- What are the key aspects of a successful business model from an investor's perspective
- What are the key points in a business model that attract investment
- How to leverage your business model by partnership with other companies

#### Ron McKenzie, CEO, Octopz

Ron McKenzie oversees all aspects of Octopz and is chartered with leading the strategic development and growth of Octopz in the marketplace. He has held leadership roles in the computing and communications sector with companies such as Hewlett Packard, SGI, FORE Systems and most recently as Executive Vice President, Marketing and Business Development, of MTS/Allstream (formerly AT&T Canada). Ron will discuss:

- Business model design and implementation – how do you balance resources to future revenues
- The realities of managing continuous change

presented by

