The Intrapreneurial Program
Two generations innovating together.
Next session starts: September 14, 2017 in Toronto, ON
INTRAPRENEURSHIP
A way to maximize opportunities and minimize risks when developing a new project. Here’s what it takes to get started:

A passionate and ambitious intrapreneur with an innovative idea

who is supported by a mentor from an existing business who can share technical, human and financial resources

to help drive the project forward and develop it into a successful new business!
WHO CAN BE AN INTRAPRENEUR?
Someone who has an entrepreneurial spirit and is inspired by a business owner they are close to. They have the desire to launch their own innovative project with the help of a mentor from their network.

WHO CAN BE A MENTOR?
An accomplished entrepreneur who wishes to ensure the success of a young leader they believe in. Their mentorship and vast experience will support the intrapreneur in the development of his or her intrapreneurial project.

HOW DO THESE TWO GENERATIONS WORK TOGETHER?
Together, an intrapreneurial duo develops a synergy between the parent company and the new intrapreneurial project. When the know-how and resources are shared between organizations, it makes both stronger.
THE INTRAPRENEURIAL PROGRAM
Throughout the program, intrapreneurial teams receive personalized coaching and are equipped with various tools in order to best develop their innovative project.
Here are the key components of our program.

- Motivated intrapreneur
- Dedicated mentors
- 4 months of blended learning
- Team building activities
- Exclusive discussions with successful business owners
- Intimate sessions with renowned keynote speakers
- 5 in-person facilitation sessions
- Over 36 hours of personalized coaching
- 1 result that will set you apart!
THEMES ADDRESSED

The intrapreneur and their mentor follow their own learning paths in parallel. Each has their own objectives adapted to their own personal needs.

THE INTRAPRENEUR’S MODULES

MODULE 1
Detailing your product or service & the market

MODULE 2
Developing your value proposition

MODULE 3
Validating your hypotheses

MODULE 4
Building your Business Model Canvas

MODULE 5
Defining your business plan and financing

MODULE 6
Evaluating the compatibility with your host-company

THE MENTOR’S MODULES

MODULE 1
Understanding intrapreneurship

MODULE 2
Encouraging your intrapreneur

MODULE 3
Preparing the host-company and collaborators

MODULE 4
Empowering your intrapreneur

MODULE 5
Defining shared resources

MODULE 6
Evaluating family involvement

At the end of the Intrapreneurial Program, each team will have analyzed and developed a project ready to launch.
OUR EDUCATIONAL PARTNER

The Intrapreneurial Initiative is powered in part by experienced Deloitte consultants who have a wealth of knowledge and expertise in the field and our industry expert Guillaume Hervé, author of *Winning at Intrapreneurship*.

Deloitte.

KEYNOTE SPEAKERS

We aim to enrich the group’s experience by providing valuable advice and experiences from keynote speakers. Teams will have the opportunity to interact with successful entrepreneurs in an intimate setting.

Here are examples of past keynote speakers.

Andrew Molson  
Chairman of RES PUBLICA Consulting Group

Patricia Saputo  
Chief Financial Officer, Placements Italcan Inc.

Danièle Henkel  
Founder and President, Danièle Henkel inc.

Mitch Garber  
CEO, Caesars Acquisition Company and Chairman, Cirque du Soleil

REGISTERING FOR THE PROGRAM

The cost of participation is $5,000. This includes the training and support of the mentor as well as of one or two intrapreneurs.

Next cohort: September 14, 2017 in Toronto, ON  
Participation is limited to 15 projects, don’t miss your chance.

For more information, contact  
info@intrapreneurialinitiative.org

"The group chemistry of the Intrapreneurial Initiative is extremely unique. The facilitators have played a significant role in validating, developing and solidifying my idea."

– Mélissa Raymond
Are you ready to kickstart your intrapreneurial project?

Visit us at intrapreneurialinitiative.org