

GLOBAL STARTUP SCHOOL


@TAMWOOD CAREERS

*A Launchpad for
Student Entrepreneurs
+ Intrapreneurs!*

WHERE WORLD CHANGING IDEAS BECOME REALITY.

 **Study and Launch** your business or career in Vancouver





Do you dream of being an Entrepreneur, working in a Startup or being an innovator in a big corporation? Do you feel the entrepreneurial pull but don't know which way to go with it? Regardless of where your entrepreneurial journey is taking you, the Global Startup School has a program to get you there.



Go Beyond the Classroom

You will learn both in and out of class as you work on a business project from inception to launch. Each course module comes with a series of relevant tasks to complete on your business project. New entrepreneurs join the program as instructors and guest speakers in each module to share their wisdom, tips and techniques. Mentors are available for advice and coaching. Instructors assist you as you work through the assignments, build your business plan and develop your pitch presentation.

Work While Studying

Earn money while you study to help with living expenses. Your Canadian study permit will allow you to work part-time (20 hours per week) during the study term and full time (40 hours per week) during your term breaks. We offer workshops, hiring fairs and tools to assist you in finding work fast! Most students find entry-level jobs in administrative support or hospitality and earn an average of \$13-18 per hour working while studying.



“**The Global Startup School was especially crucial for me to get connected with the most important entrepreneurs, startups and accelerators here in Vancouver. After winning a pitch night with my business idea, GSS supported me to successfully apply to the Startup Visa Program in one of the designated organizations and my PR is on its way.**

” – Weimar Pettengill, 46 years, Brazil

Programs

➤ Innovation and Entrepreneurship Diploma (56 weeks) For Aspiring Entrepreneurs and Corporate Innovators

Learn how to develop and create a business idea that will iterate and evolve and the skills and knowledge needed to launch and run a successful business. Each module takes the foundations learned in the core Innovation & Business Ideation course and puts a real-life operations, sales & marketing, financial management and communications lens on the business idea you and your classmates have decided to pursue.

➤ Innovation and Entrepreneurship (Practicum) Diploma (56 weeks + 160 hours of practicum) For Aspiring Entrepreneurs and Corporate Innovators

This specialized program includes the fundamentals of the Applied Diploma in Innovation and Entrepreneurship and the advantage of Canadian startup experience through a 160 hour practicum with one of our startup partner organizations. You will get to experience and learn things firsthand by partaking in roles and responsibilities where you will apply the knowledge and skills you have learned in the program.

➤ Marketing for Business & Product Startups Certificate(34 weeks) For Aspiring Marketing Managers, Community Managers and Sales Managers

In this program, you will create a product or service from scratch by going through all the steps of a marketing process in real life conditions, including customer discovery, research, promotion, product design and brand management. You will develop your discipline in prioritizing and testing marketing ideas, and analyzing such results. You will learn and develop new marketing, strategy and growth skills through hands-on practice in your business project.

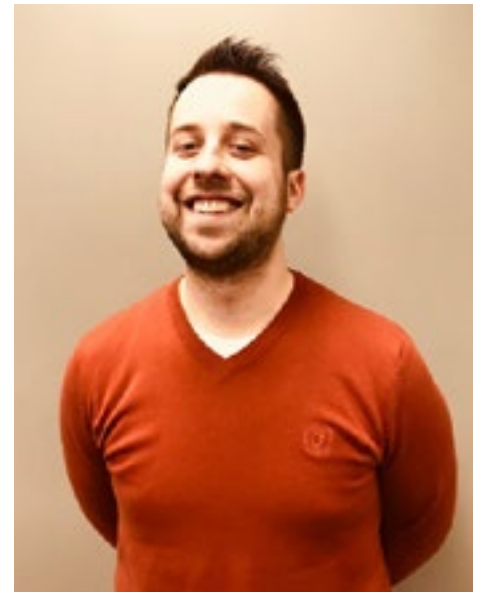
➤ Management for Business & Product Startups Certificate (34 weeks) For Aspiring Leaders and Business, Operations and Project Managers

In this program, you will learn how to manage company strategy, finances, and human resources to help validate a business idea that will iterate and evolve. Each module takes the foundations learned in the core course, Innovation & Business Ideation, and puts a real-life lens on operations, financial management and communications to develop a business or new product or service idea. You will learn what it takes to make a new venture succeed and in the process, learn how to get the right people on board, communicate your vision, set and assess KPI's, and evaluate and control risks.

LEARNING OUTCOMES

Take These Programs and be able to:

- Develop a business idea that is aligned with your passion and personal values
- Create a prototype/ Minimum Viable Product (MVP) to validate a business idea
- Create customer user profiles
- Create a Business Model Canvas
- Create a marketing plan that corresponds with sales goals
- Identify opportunities and challenges arising in a global business model
- Hire, fire and most importantly retain employees
- Communicate with your accounting team and understand financial statements
- Define key financial and startup metrics to measure growth and traction
- Develop a fundraising strategy and learn how to pitch your idea to potential funders and investors
- Identify the legal needs of your startup and plan an IP strategy
- Operate as an effective team leader
- Communicate effectively with business stakeholders, investors, employees, and potential customers



“GSS provides knowledge and skills from real entrepreneurs and professionals with many years of experience. Classes are focused on practical education, unlike other colleges.

” – Marian Hajek, 30 years, Slovakia



Programs Components

Course	Duration	Innovation and Entrepreneurship Diploma	Innovation and Entrepreneurship (Practicum) Diploma	Marketing for Business & Product Startups Certificate	Management for Business & Product Startups Certificate
Innovation & Business Ideation	4 wks / 80 hrs	✓	✓	✓	✓
Marketing for Startups & Product Launches	8 wks / 160 hrs	✓	✓	✓	
Global Business Strategies	8 wks / 160 hrs	✓	✓	✓	
Execution & Management	8 wks / 160 hrs	✓	✓		✓
Financial Management	8 wks / 160 hrs	✓	✓		✓
Business Communications	4 wks / 80 hrs	✓	✓	✓	✓
Capstone Project	2 wks / 40 hrs			✓	✓
Practicum	8 wks/160 hrs		✓		
Term Breaks		16 weeks	16 weeks	6 weeks	8 weeks
Study weeks		40 weeks	48 weeks	26 weeks	26 weeks
Total Duration (study + breaks)		56 weeks	64 weeks	32 weeks	34 weeks
Start Dates		Four intakes per year	Four intakes per year	Once per year	Once per year

2022 Program Dates

PROGRAM	START DATE	END DATE
Innovation and Entrepreneurship Diploma	January 3, 2022	January 26, 2023
	March 14, 2022	April 6, 2023
	June 20, 2022	June 15, 2023
	August 30, 2022	September 21, 2023
Innovation and Entrepreneurship (Practicum) Diploma	January 3, 2022	March 31, 2023
	March 14, 2022	June 2, 2023
	June 20, 2022	August 11, 2023
	August 29, 2022	November 17, 2023
Marketing for Business & Product Startups Certificate	January 3, 2022	August 12, 2022
	January 2, 2023	August 11, 2023
Management for Business & Product Startups Certificate	June 20, 2022	February 10, 2023
	June 19, 2023	February 11, 2024

Eligibility

- Minimum 19 years of age
- Minimum one academic year post-secondary studies or 24 months of work experience in any field
- You must demonstrate level 5 English with Tamwood Careers' online test and interview. The online test and interview are exempt if CEFR B2, IELTS 5.5, TOEFL iBT 46-59, Cambridge FCE (C) or Tamwood Language Centre's level 5 is presented
- You don't need to have a business idea or team fleshed out before you apply. You will develop both in the program!

Study and launch your business or career in Vancouver

Consistently ranked as one of the top 20 startup cities in the world and one of the top three cities in the world to live, Vancouver is the perfect place to learn entrepreneurship and launch a business or find your dream job.

Develop a viable business idea and and apply for Canadian immigration

Ask us about how you can use the business concept you will develop in our program to apply for the Canadian Startup Visa and move to Canada permanently.

Expand your career opportunities

The skills of entrepreneurship are for everyone - not just for startup founders. In these programs you will learn to be nimble, flexible and forward-thinking. You will be confident to drive change and know how to stand out in a company.



“ I've really enjoyed the startup visits and all the tools that we have been learning about. Also that we have the possibility to connect with other people in the business community in Canada. ”

” – Sara Guerra, 28, Colombia

OUR PARTNERS:



GLOBAL STARTUP SCHOOL @TAMWOOD CAREERS

Tamwood Careers Vancouver Campus
200-889 West Pender Street,
Vancouver, BC V6C 3B2 Canada
+1 604 899 4480 e: home@tamwood.com