



# University of Windsor

## Course Name

COMP8967-1-R-2023F | Internship Project I

## Document Type

Class Activity: Summary “Innovation Blueprint”

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**Speaker Name:** Susana Martins  
**Speaker Title:** Business Advisor, Startup Services  
**Title of Talk:** Innovation Blueprint  
**Date of Talk:** November 3, 2023

Susana Martins delivered a session on 'Innovation Blueprint' by WEtech Alliance which was mainly about starting and growing your own business. The main goal was to help future entrepreneurs understand the basics of building a successful business. She gave an overview of the things to consider while starting a new business and what are expected obstacles entrepreneur needs to tackle.

One standout aspect of the talk was its practical approach and the way it covered key entrepreneurial concepts in a sequential approach. This method was effective as the things were related and making a clear sense. Susana stressed the importance of having a growth mindset, drawing from her own expertise as both a professional engineer and CPA, CMA with 25 years of experience across various sectors.

The talk covered essential steps in developing a business idea, beginning from defining the problem it solves to describing the value it brings. Moreover, Susana shared strategies for standing out in a competitive market and highlighted the significance of understanding market size and value creation. Her insights into Minimum Viable Products and their role in launching an idea added a practical touch to the session.

One thing believe is an additional strength of Susana's introduction of WEtech Alliance, showcasing the organization's support for innovative and tech-based entrepreneurs. This provided attendees with a valuable resource for ongoing guidance and assistance. Entrepreneurs always seek guidance as it is composed of multiple skill set(development, testing, marketing, management and many more.)

While the talk was informative and engaging, a drawback was the brief discussion on certain topics, leaving some participants wanting more detailed insights. Including real-world examples could have made the concepts more relatable. Also, interactive quiz sessions from Kahoot will definitely be impactful.

To conclude, Susana Martine's Innovation Blueprint talk was a golden opportunity of information for those thinking about starting their own business. Her practical advice and enormous experience made for a compelling session that could inspire and guide aspiring business owners as mostly students were engaged during the session. **(335 Words in Total)**