

ENGG 683 – Winter 2022 Weekly Schedule

This is a preliminary schedule for the course that is subject to modifications.

	Week	Lecture Topics	Lab Topics	Deadlines
1	Jan 10 th	Welcome & Course Introduction	Startup Team	-
2	Jan 17 th	Innovation Opportunity Value Proposition	Idea Generation	Jan 21st Assignment 1
3	Jan 24 th	Target Market & End User Profile	Project Section 1 Team Contracts & Idea in Discussion	Jan 30 th Team commitment & idea feedback
4	Jan 31 st	Unique Competitive Advantage		Feb 4 th Assignment 2 Market & Customer Research
5	Feb 7 th	Business Models, Strategy Development & Assumptions & Risks	Business Model Canvas	Quiz 1 – Feb 8 th
6	Feb 14 th	Case Study		February 25 th Assignment 3
7	Feb 21 st	Reading Week		
8	Feb 28 th	Product Design & Development	Prototyping & Minimum Viable Product	
9	March 7 th	Financials		Quiz 2 – March 8 th
10	Mar 14 th	Pivoting (Feasibility)		March 25 th Assignment 4
11	Mar 21 st	Elevator pitches	Pitch Competition	March 27 th Pitches Market due date
12	Mar 28 th	Protecting your idea IP Protection	Open Session for Project	April 3 rd Final project Due
13	Apr 4 th	Course wrap up (Guest Speaker)	NO lab	Quiz 3 - April 5 th
14	Apr 11 th			