



Ontario Centres of Excellence

Where Next Happens

ONTARIO CENTRES OF EXCELLENCE **TALENT INITIATIVE**
THE VAP PROGRAM

EVEN EINSTEIN NEEDED A BUSINESS PLAN.

Gain essential skills from OCE's Value Added Personnel Program

THE PROGRAM

Take your ideas out of the lab and into the business world with the VAP Program from the Ontario Centres of Excellence. You'll learn essential business skills from corporate leaders and top business school faculty in hands-on workshop sessions, lectures and case studies. These skills include:

- **Assessing market potential**
- **Protecting intellectual property**
- **Writing a business plan**
- **Delivering presentations**

The VAP Program is our response to industry's growing need for business acumen combined with technical expertise. So whether it's launching your own start-up or becoming a key member of a vibrant team, you'll discover what it takes for a business to succeed and thrive.

"VAP taught me invaluable business skills to complement my technical skills. It's the combination you need to make it in the real world."

-2007 VAP student

The program includes core and optional courses that run from a half day to three days and cost as little as \$25. You can enrol in just the courses that interest you or complete the entire certificate program, with a market value of over \$5,000, for less than \$600.

AREAS OF STUDY

The program is divided into the following four areas of study and is made up of courses that are concise, focused, and designed exclusively for OCE-funded researchers.

STRATEGIC AND BUSINESS PLANNING

Whether you work with partners or on your own, strategic and business planning are essential to your success. So, with this module you will learn:

- How to assess ideas and the possibilities for success
- Understanding the marketplace and identifying opportunities
- Where to begin if you have an idea for a new venture

BUSINESS DEVELOPMENT AND ENTREPRENEURSHIP

Learn how to move ideas out of the lab and into the marketplace by developing fundamental business skills. These courses cover the business basics including:

- Putting your business plan into action
- How to transfer technology and protect your intellectual property

MANAGEMENT AND TEAMWORK

Working as a team is a critical skill in business. In this module, available courses will teach you how to:

- Work with your team to plan, coordinate, and delegate tasks
- Contribute effectively as a member of the team
- Lead your team to achieve the best results

NETWORKING AND COMMUNICATIONS

Whether you're talking to your investors or a member of your team, learning how to listen and communicate effectively with any audience is essential. These courses cover:

- How to network, and why it's important
- Making the most of meetings and professional events
- How to prepare for and deliver dynamic presentations
- Business etiquette and cultural sensitivity training

ONLINE APPLICATIONS can be completed at www.oce-ontario.org. If you have questions or need help with your application, contact Roxy Hamilton, VAP Program Manager, at 613-726-3420 x4223