

Pre-Accelerating Your Journey to the Market

Idea To Market Certificate



WESTERN
BRITISH COLUMBIA POLYTECHNIC
COLLEGE

ABOUT

The program is designed for students who plan to start innovation- and technology-focused businesses, with a curriculum emphasizing practical entrepreneurship skills such as idea development, market research, and business planning.

STUDY & PITCH DECK

Pitch Deck

Students will learn how to create a professional pitch deck that clearly communicates their business idea to investors, partners, and stakeholders. The training focuses on presenting problems, solutions, and market opportunities in a concise, compelling way. By the end of the program, students will be able to confidently deliver investor-ready presentations.

Semesters

Students will deliver a pitch deck presentation at the end of the program.

STUDY

36 hours

HIGHLIGHTS

⌚ 36 hours

START DATES

- January
- May
- September

Career Opportunities

Entrepreneur

and many more...

Courses

- Kick-off and Ideation
- Idea Validation
- Business Model Workshop
- Financing the New Venture & Pitch Deck
- Pitch Day

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Idea To Market

Pre-Accelerating Your Journey to the Market

PROGRAM DESCRIPTION

The Western British Columbia Polytechnic College Idea to Market (I2M) Certificate supports students in developing innovative business ideas.

The program focuses on practical entrepreneurship skills, including idea development, market research, and business planning.

PROGRAM OBJECTIVES

Idea to Market (I2M) Program graduates are able to:

- **Uncover innovation solutions to identified problems.**
- **Leverage different business tool kits to design business model and critical thinking related to business.**
- **Conduct market and industry research to validate the proposed solution**
- **Team up and create/ Set up ventures with peers**

METHODS OF EVALUATION

- In the end of the program, student is able to
 - Identify the problem-solution fit
 - Develop business model via business model canvas
 - Present the business to potential investors or incubators
- Students will be subject to a peer evaluation.
- Each team will be scored for the mock pitch by judge panel (composed by investors and industry/subject experts).

ADMISSION REQUIREMENTS

1. Aged at least 19 years of age.
2. Secondary Graduation.
3. International students must attend the Western British Columbia Polytechnic College Entrance Meeting AND provide one of the following:
 - CELPIP: Listening 6, Speaking 6, Reading 5, and Writing 5
 - IELTS Academic: overall 5.5
 - TOEFL IBT: 46

(Refer to Language Proficiency Policy for details)

Career Occupation

- Entrepreneur



DELIVERY METHOD

In-Class Instruction OR Distance Instruction

COMPLETION REQUIREMENTS

Students able to team and initiate the business.

DIPLOMA PROGRAM

- **Total Program Hours: 36 hours**
- **Full Time Program Length: 1 week**

*(Includes holidays and professional days)
Program content is subject to change*

PROGRAM FEE

DOMESTIC

Tuition: \$8000
 Registration fee: \$200
 Application fee: \$100

Total: \$8300

INTERNATIONAL

Tuition: \$8000
 Registration fee: \$200
 Application fee: \$100

Total: \$8300

Contact Us:

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COURSE INFORMATION



Course Name	Hours
Kick-off and Ideation <ul style="list-style-type: none"> • Ideation • Startup essential 	8
Idea Validation <ul style="list-style-type: none"> • Market research tactic and toolkit • Secondary market research • Preliminary market research 	8
Business Model Workshop <ul style="list-style-type: none"> • Business Model • Building Business Model Canvas 	8
Financing the New Venture & Pitch Deck Development <ul style="list-style-type: none"> • Finance 101 • Pitch Deck Development 	8
Pitch Day	4



• Technology and Innovation – Vancouver is home to about 75,000 of B.C.'s 100,000 tech professionals, making it a leading hub for innovation and startups. The city hosts over 10,000 tech companies with combined revenues exceeding \$23 billion, contributing \$15 billion to the province's GDP. With steady 6% annual growth, Vancouver continues to attract global talent and drive the expansion of the technology sector.

STUDY EXPERIENCE

Zone Learning

Zone Learning is a cutting-edge approach to experiential education that allows students to apply their academic coursework to real-world startups, projects, and ventures. It's not just about acquiring knowledge; it's about gaining practical experience that will equip you for the demands of the 21st-century workforce. By joining Zone Learning, you're not just becoming part of a community, but you're also contributing to a movement that aims to shape the future.

If you're interested in becoming part of our dynamic and engaged community, there are numerous ways to get involved with Zone Learning, regardless of whether you have an idea for a startup or not.

ABOUT US

Founded in 2010, Western British Columbia Polytechnic College (WBCPC) has over 1,000 alumni from 16+ countries. We attract students worldwide who share a vision for entrepreneurship, innovation, social development, and environmental sustainability. Our community of students, faculty, and alumni brings diverse perspectives to shape new ideas and real-world solutions.

With top-rated professors and industry-experienced lecturers, WBCPC combines academic excellence with practical learning. Students also benefit from resources like the Entrepreneurship Center and Career Development Center, supporting both education and career success.

VIBRANT ECONOMY IN GREAT VANCOUVER

- Top start-up city as ranked by Startup Compass
- The Fourth greenest city in the world
- Vancouver is one of the top 10 lowest-risk cities in the world to recruit, employ, and redeploy business
- Vancouver is a magnet for global talent and investment, attracting over half a billion dollars in venture capital every year
- Supportive business environment

Economically Strong – Vancouver boasts one of Canada's most dynamic economies. As the official gateway to the Pacific Rim, this British Columbian city serves as a crucial port and the main western terminus for transcontinental highway and rail networks. Over time, Vancouver has impressively shifted from its primarily resource-oriented economy to a diverse, knowledge-based one, making it the fastest-growing economy in Canada in recent years.

Social Diversity – Vancouver's rich cultural mix is shaped by its social, racial, and ethnic diversity. About 52% of residents identify as visible minorities, and 46% speak a mother tongue other than English, creating a vibrant tapestry of languages, traditions, and heritage.