



The Western British Columbia Polytechnic College "Idea to Market(I2M)" Certificate is specifically for students who want to /will start their own start-up business which involves innovation and technology.

This is a pre-acceleration gateway the Federal Start-up Visa Immigration Pathway.

Students may get selected and supported by one of the SUV-designated organizations.

### Program Objectives

Idea to Market(I2M) 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).

### Completion Requirements

Students able to team and initiate the business.

### Career Opportunities

- Entrepreneur

### Certificate Program

**Total program hours:** 36 hours

**Full-time program length:** 1 week

(Includes holidays and professional days)

*Program content is subject to change*

### Domestic Program Fees

**Tuition:** \$8,000

**Registration fee:** \$200

**Application fee:** \$100

**Total:** \$8,300



### International Program Fees

**Tuition:** \$8,000

**Registration fee:** \$200

**Application fee:** \$100

**Total:** \$8,300

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### Delivery Method

X In-Class Instruction

**Contact us:**

**Email:** [admin@wbcpcollege.ca](mailto:admin@wbcpcollege.ca)

**Phone:** 778-869-9923

**Website:** [www.wbcpcollege.ca](http://www.wbcpcollege.ca)



**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: 6 overall with a minimum score of 6 in each section
  - IELTS: 5.5 overall with a minimum score of 5 in each section
  - TOEFL: 158 (computer-based test), TOEFL 59 (internet-based test)
  - TOEIC: 525
  - Complete WBCPC English Second Language Program Level 4 (intermediate)

**Course Information**

**Course Name**

**Hours**

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

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## 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.

- Technology and Innovation – Economic Commission's data, Vancouver is home to about 75,000 out of 100,000 technology professionals employed in British Columbia. Being a prominent emerging tech hub, the city attracts a significant number of tech experts, fostering the establishment and expansion of numerous tech startups. The tech sector in the city has experienced steady annual growth, averaging 6 percent recently. With over ten thousand tech companies choosing Vancouver as their headquarters, the combined revenue of these firms exceeds \$23 billion, significantly contributing to British Columbia's GDP with a total of \$15 billion.
- Social Diversity- Social, racial, and ethnic diversity, has led to a vibrant mix of cultures, traditions, customs, languages, landmarks, and both tangible and intangible heritage elements from various parts of the world. Approximately 52% of Vancouver's population comprises racialized individuals, meaning they are part of visible minorities according to the Canadian Census. Moreover, 46% of the city's residents have languages other than English as their mother tongue, reflecting the linguistic diversity that further contributes to its rich cultural tapestry.

## Studying at Western British Columbia Polytechnic College, students will 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

Established in 2010, Western British Columbia Polytechnic College has more than 1,000 alumni from over 16 nations across the world.

We attract students around the world who share our vision for positive change. We are committed to embracing challenges and taking action. Through learning and discovery, our students, instructors, and alumni bring their unique perspectives, shaping new ways of doing things and contributing to important conversations. Our focus extends to a wide range of topics, including entrepreneurship, innovation, social development, and environmental change. We are a place where imagination and action meet, and where our members are dedicated to making a real-world impact through their creativity and drive for positive change.

The school is equipped with top-rated professors and sessional lectures to provide students with both academic study and practical industry experiences. Students can get access to our value-adding services such as WBCPC Entrepreneurship Center and Career Development Center.

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