

Peer-To-Peer Communities

Summer 2020

No one succeeds alone - get connected to the right group for you!

ATB

listens in

The Challenge

As an entrepreneur it's easy to run out of time to **work on our business not just in our business**. Who do you turn to for **feedback**? How do you make sure you're **accountable to your goals** and making **forward progress** instead of just repeating ideas?

It's challenging to talk about the questions you face as an entrepreneur with your family, friends or even team members because often **others don't get it** and they **can't relate to why you care so much**.

This is why we created peer-to-peer communities we believe that no one succeeds alone. If you want to grow you need a **network of support** and a **community** behind you to do that.

What's in it for me?

Networking & Community

Meet business leaders in other industries and strengthen your ties to the Alberta business community.

Learn From Others

Gain insights from other business leaders so you can learn from their mistakes and their successes.

Reach Your Goals

Work on your company not just in your company by setting clear goals to achieve and problems to solve.

Develop as a Leader

Gain new insights, feedback and processes that you can take back to your own team.

Be Held Accountable

Experience the benefit of having a peer group that helps hold you accountable to your goals.

A Clear Path Forward

Get unstuck and see new opportunities and ideas for forward progress and growth.

This summer we're presenting you with three ways to connect with other entrepreneurs.

User Testing

Are you trying to pivot and develop new ideas? Don't wait to hear from your customers or employees that something doesn't work, get out in front of it. Get feedback quickly and receive first impressions on new products and services

Founder's Roundtable

Feeling lonely as a leader? Wish you could bounce ideas off of someone who "gets it" and be held accountable to your goals? Join a roundtable.

Mastermind Group

Have a specific problem you would like to solve within your business? Get insights from other business leaders who can look at the challenge from a different perspective.

What's the Difference?

User Testing

Time Commitment: 60 min (one session only)

Length of Session: 60 min

Number of Participants Per Group: 20 (plus facilitator)

Focus: Get quick feedback on new products or services in a speed-dating format to allow your team to iterate quickly.

Founder's Roundtable

Time Commitment: 6 weeks

Length of Session: 60 min

Number of Participants Per Group: 4 (plus facilitator)

Focus: Connect with your peers discuss the highs and lows of the week and be held accountable for weekly goals.

**Facilitator Lead Discussions*

Mastermind Group

Time Commitment: 6 weeks

Length of Session: 90 min

Number of Participants Per Group: 12-15 (plus facilitator)

Focus: Present a specific challenge your company is facing and receive in depth feedback from your peers while also providing feedback to other companies.

**Facilitator Lead Discussions*

Who are the Facilitators?

All of our facilitators are **entrepreneurs** themselves from a **variety of backgrounds** and industries so they can relate.

Our Facilitators are all **ATB X alumni**.

Our external facilitators **receive guidance and training** from our ATB Program Lead.

Our Facilitators genuinely **want to help** and **give back** to the entrepreneur community - they are **here to learn and grow alongside you**.

When Do We Start?

	Dates	Eligibility
User Testing	Wednesdays 1pm July 22 Aug. 19	Sign up using google form to participate Must sign waiver with code of conduct
Founder's Roundtable	Tuesdays 9am-10am June 30 July 7, 14, 21, 28 Aug 4	Must be founder or CEO Must sign up and commit to all 6 sessions Sign up using Google Form Must sign waiver with code of conduct
Mastermind	Tuesdays 1:00pm-2:30pm June 30 July 7, 14, 21, 28 Aug 4	Must be founder or CEO Must sign up and commit to all 6 sessions Sign up using Google Form Must sign waiver with code of conduct

Who could you recommend it to?

User Testing



Entrepreneurs who need feedback fast on things like websites, new e-commerce, packaging, job posting.

Eg. Yin has new idea for an online booking option for his complicated service. He wants feedback on the wording & wireframes before spending money on the launch.

Roundtable



Founders who want to connect with a community to feel less lonely in their entrepreneurial journey and who want some accountability for their goals.

Eg. Jill launched her company 4 years ago and has experienced amazing success, but her family doesn't quite get it, and facilitating brainstorming with her term isn't always easy. She loves connecting with other founders and finds she gains so much from those conversations.

Mastermind



Founders with a specific problem to solve or an obstacle to overcome who want new ideas and new perspectives.

Eg. Since the pandemic hit, Cory & Sara's North American distribution network is constantly running into hurdles. The Mastermind group helped them with developing creative solutions to this problem and allowed them to learn from the challenges facing other businesses.

Thanks
for listening.

ATB