

GLOBAL STARTUP SCHOOL > @TAMWOOD CAREERS



welcome to the future



TAMWOOD
CAREERS

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WELCOME TO GSS

CONGRATULATIONS on your acceptance to the Global Startup School at Tamwood Careers!



At the Global Startup School, we have created a safe environment for you to explore, experience and engage with the world of entrepreneurship.

We have created an entrepreneurial laboratory for you to build, break and create so that you can turn your ideas into a reality. We will expose you to a variety of skills, ideas and people within Vancouver's thriving startup scene and we will transform the way you approach learning. You will be taught and mentored by our city's finest entrepreneurs and you will have access to our global community of business leaders so that you can imagine, pursue and achieve your dream career.

At the Global Startup School, we are challenging the status quo – we have set out to redefine how entrepreneurship is taught so that we can cultivate the next generation of business leaders.

We look forward to meeting you!



PROGRAM OVERVIEW

Teaching you what you really need to know to be an entrepreneur.

The Global Startup School is part of Tamwood Careers, our career training college headquartered in Vancouver, Canada. We're part of a group of companies that has been offering educational programming to international students since 1993. In order to empower our students in an evolving economy, we have set out to create a program that bridges a traditional business education with the key elements needed to succeed in the startup world. We enlisted the support of successful entrepreneurs and startups across Canada and abroad to create and deliver three unique innovation and entrepreneurship training programs.

Real Life Entrepreneurship

Many people may not identify with being an entrepreneur because they have preconceived notions of what that means. They might not see themselves as risk takers or perhaps they enjoy working within a larger corporation. Our goal is not to make you an entrepreneur, but rather to help you think like one.

What does it mean to think like an entrepreneur? It's about seeing opportunity and taking action. It's about understanding group dynamics and being able to bring people together around an idea. It's about knowing what you don't know and finding the right people to fill in those gaps. It's about understanding how to play the game while also being able to defy limitations. It's about knowing a good idea from a great one. It's about learning to be you.

Learning by doing

At the Global Startup School, we are balancing a traditional business education with an innovative approach of learning-by-doing. It's about trying new things and not being afraid to fail. It's about having a strong foundation in place so that you can develop your own entrepreneurial mindset.

Most students don't have a clear vision of the kind of business they want to start or work within when they first arrive at our school. Our role is to expose you to as many different versions of entrepreneurship as we can through experiential learning. Our program is designed to take you through the life cycle of starting a business – from ideation to launch – so that you can experience the ins and outs of what it means to be an entrepreneur. The skills you learn here will be highly valued by every business leader you meet with.

Courses

Our courses are designed by seasoned, successful entrepreneurs with years of experience in their industries. Each course includes in-class lessons, assignments, and projects, which will allow you to work on your business idea. There are no tests! This program emphasizes group work and collaborative learning, just like the real world.



Each course has a different emphasis, focusing on key aspects of starting and running a business.

i. Innovation & Business Ideation

In this course, students will learn tools to build and develop ideas by first ensuring that their business idea is aligned with their passion and personal values. Students will be taken through the process of testing whether or not they are solving the right problems and whether it is worth the time and effort to take that idea from yellow post-it note to a fast-paced startup.

While it can take years to build a business, validating the business model and its value to its potential customer quickly is important. In this course, students will learn to prototype their business concepts so they can better communicate and test the minimum viable product with real customers and potential investors and partners. This course acts as the foundational basis for the Applied Diploma in Entrepreneurship and Innovation, the Applied Certificate in Marketing for Business and Product Startups and the Applied Certificate in Management for Business and Product Startups.

ii. Marketing for Startups and Product Launches

Students will learn and apply a variety of marketing strategies and techniques suitable for startups to their chosen business idea. First clarifying their ideal customer, students will develop marketing plans and campaigns to create effective brand awareness and ultimately sales of their product offering.

iii. Global Business Strategies

This course expands on the concepts learned in the Innovation & Business Ideation course and applies them to the global marketplace. With a focus on company vision, students will learn how to assess international markets from a geographical and political perspective. Using various global expansion techniques, and with ecological ecosystems at the core of their vision, students will create and evaluate international product launch plans.

iv. Execution & Management

This course focuses on bringing developed skills together through the recruitment and development of key personnel and implementation of effective sales and operational processes. Through operational process construction, the role learning and role playing of the professional sales process and the ability to identify HR needs and effectively hire for them, students will be able to provide a more complete composite pitch for their startup.

v. Financial Management

This course focuses on bringing developed skills together through planning and managing the financial needs of the organization. The student will learn cash management, capital raising, budget creation, sales forecasting, marketing conversions, financial modeling online bookkeeping software and how read financial statements for stakeholders. This course will provide more depth to the business model of the composite pitch for their startup.

vi. Business Communications

This course will sharpen students' writing, presentation and interpersonal communication skills. It includes skills on how to plan, organize and write correct, effective, appropriate business documents for use in today's global business environment. Students will learn how to write letters, memos, electronic messages and reports. This course also includes essential business communication skills such as professional formal and informal presentations, meetings and negotiations, telephoning and telephone communication etiquette. The importance of understanding the demands of communicating orally and in writing with diverse audiences and engaging in cross-cultural communication will be stressed.

Startup Community

Throughout the program, you will have the opportunity to connect with Vancouver's dynamic startup community. In every course, students will have site visits to local accelerators and incubators, and have the chance to connect with fellow entrepreneurs. Community and connection are key to success for entrepreneurs starting new businesses.

Check out some of our community partners:



Spring is Canada's first school for entrepreneurs. Their goal is to help entrepreneurs use their business to change the world and make an impact. <http://spring.is/>



The Profile works with awesome entrepreneurs and gives them the amazing space and resources that they need. <http://theprofile.ca/new/>



Vancouver's leading startup hub and most vibrant tech community built by entrepreneurs for entrepreneurs. <http://www.launchacademy.ca/>



Futurpreneur Canada has been fueling the entrepreneurial passions of Canada's young enterprise for two decades. They are the only national, non-profit organization that provides financing, mentoring and support tools to aspiring business owners aged 18-39. Their internationally recognized mentoring program hand matches young entrepreneurs with a business expert from a network of more than 2,800 volunteer mentors. <http://www.futurpreneur.ca/>

Mentors

Mentors are local industry experts who will act as advisors for the students. Mentors will be a valuable external partner that the students can connect with when in need. Student groups will be matched with mentors at the beginning of the program during the Innovation and Business Ideation course. Students will meet with their mentors throughout the program to work on goal-setting, problem-solving, and advancing their business.

Our Values



At the Global Startup School, we value:

- Curiosity & Transformation
 - ◆ We seek out new experiences and value building connections. We believe in being dynamic and influential. We see the world through a different lens.
- Risk & Experimentation
 - ◆ We like to do things differently. We are driven by strong ideals and we are here to disrupt the status quo and shift our way of thinking.
- Knowledge & Expertise
 - ◆ We value diligence, resourcefulness, and intelligence. We work with instructors and mentors who offer wisdom, expert opinion, and rational decision-making.
- Community & Connection
 - ◆ We have a high appreciation for community and collaboration. We seek to create meaningful experiences and lasting impressions.



GSS EXPECTATIONS

Expectations from Tamwood Careers

→ Language

- ◆ Use English as the common language to respect and work with classmates from other countries in class and in public/common areas at the school

→ Punctuality

- ◆ More than 5 minutes late for class is too late.
- ◆ Out of respect for your teachers and classmates, after 5 minutes, teachers will close the doors to their classrooms. Once the door is closed, students are officially late. Please note that two lates = one absent.

→ Absences from school

- ◆ Please call or email the school if you are absent
- ◆ The school's telephone number for reporting absences is 604-899-4480 and email is reception@tamwood.com. Let us know when you expect to return to classes and if you need any assistance. If you know that you will be absent in advance, you must let your teachers know so arrangements can be made if you miss an assignment or group work. Please note that unless your absence is excused with official documentation, such as a doctor's note for illness, then you will not be allowed to make up assignments or tests and you will receive a zero on that assessment.

→ Cellphones, tablets and laptops

- ◆ The use of cell phones, tablets and laptops are allowed for class use only at teacher's discretion if needed for class projects and activities. Cell phones are not to be used in class. Please turn cell phones off or on silent when in class. If you need to make or take an urgent call, please inform your instructor that you need to leave the class for a few minutes.

→ Cleaning and recycling

- ◆ Please clean up after yourself and recycle.
- ◆ After meals and breaks, remember to throw out your garbage and to recycle your bottles, cans and papers.

→ Participation and respect

- ◆ Remember to participate in class and respect the people here.

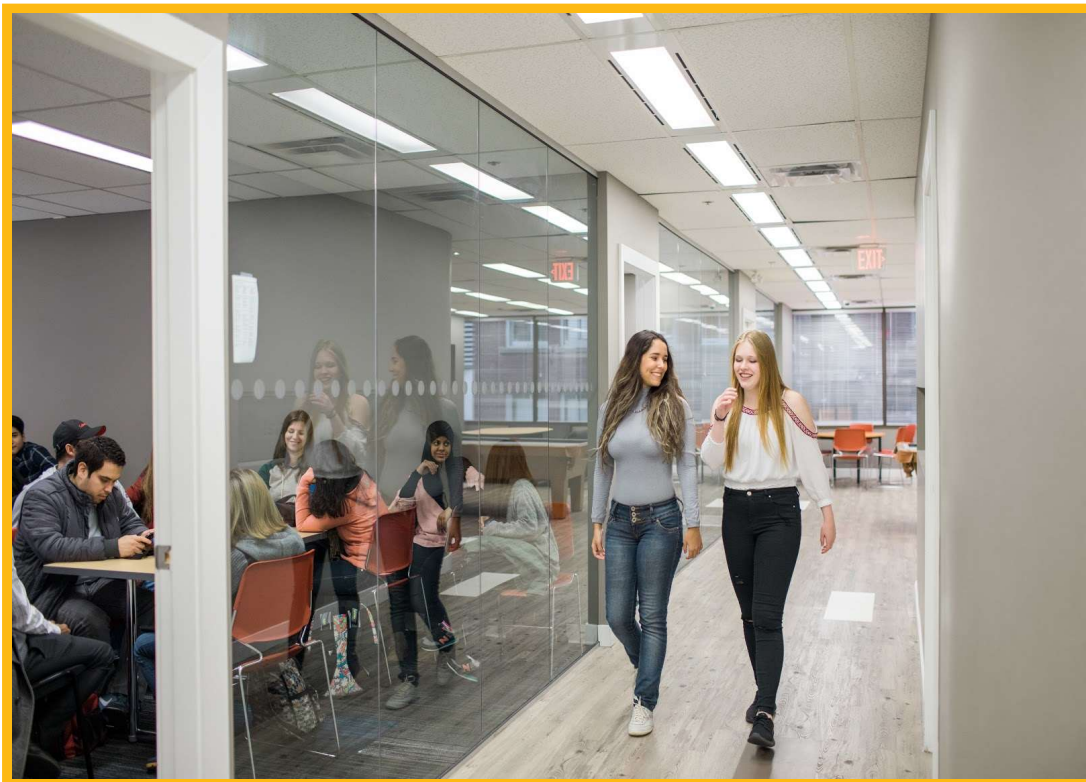
- ◆ All students and staff at Tamwood Careers share a common goal: to acquire and to assist students in acquiring the communication skills and knowledge necessary to excel in one's career. We can reach this goal successfully if we all work together. With so many different cultures sharing a common goal, remember to be patient, open-minded and ready to learn about work, culture and life!

→ Student vacations

- ◆ Student vacations are to be taken only during scheduled class breaks. Since the GSS program relies heavily on collaboration and group work, students are not permitted to take vacations during class time.

→ Biking to school

- ◆ Students who bike to school may lock their bikes up at one of the many bike parking stations around Tamwood. Bikes are not allowed in the school.



In The Classroom

Classroom Materials

Tamwood Careers instructors are passionate about teaching. However, as a student it is important to remember that your effort in the classroom defines your success. Being well prepared and organized for lessons helps students succeed at reaching their education goals.

- Each student **must** bring a portable laptop computer that can connect to WiFi. Laptops running the latest software for Windows 10 or macOS Sierra are recommended.



In addition, the following supplies are recommended:

- A dictionary
- A notebook, or paper organized in a folder
- Pens, pencils

Conduct and Motivation

It is the goal of every teacher and student at Tamwood to have a positive, interactive and productive learning environment. For everyone's benefit, please keep these things in mind when in the classroom:

- Respect teachers and other students and their learning goals for the time they are here at Tamwood;
- Complete your assignments and prepare for your presentations;
- Assist your fellow students when possible;
- Focus on the class activities and your instructor;
- Be a contributing member of your team when engaging in teamwork.

Teamwork

This program is centered around teamwork. Just like in the real world, you will be working together with your classmates toward a shared goal. As a GSS student, you must be prepared to work collaboratively - effective teamwork will be the most important part of your success.

Working with other people can be challenging, and it is important to know your own strengths and working styles before beginning group work. In the following section, we have provided some helpful resources and books..

Preparing for Classes

Programs at the GSS are designed to use real-life tools and resources. You will learn everything you need to know during the program. However, to better prepare for your classes, make sure you have reviewed the following:

Reading List

While the required readings will be covered during the program, we recommend the following books for those who would like to prepare for the course material in advance:

- **Make Light Work: 10 Tools for Inner Knowing**
By Kate Sutherland
- **The Lean Startup**
by Eric Ries
- **Originals: How Non-Conformists Move the World**
by Adam Grant
- **Sprint: How to Solve Big Problems and Test New Ideas in Just Five Days**
by Jake Knapp
- **Tools of Titans: The Tactics, Routines, and Habits of Billionaires, Icons, and World-Class Performers**
by Timothy Ferriss



Personality Assessment

Through working on your business and with other classmates, you will have the opportunity to learn a lot about yourself. Self-awareness and understanding are important skills for intrapreneurs and entrepreneurs. The following personality assessment can provide some helpful insight your personal learning and working styles:

Myers-Briggs Type Indicator: <http://www.myersbriggs.org/my-mbti-personality-type/mbti-basics/>

THE CITY OF VANCOUVER



Arriving in Vancouver

If you have requested an airport transfer, a Tamwood representative will meet you at the airport. The Tamwood representative will be holding up a sign with your name on it so please look out for the sign. The representative will rely on you to notice him/her amongst all of the other people who will be arriving at the same time as you. The following section explains where to find your airport transfer.

If you have not requested an airport transfer you can use Vancouver Transit System, TransLink.ca or Google Maps.

Vancouver Airport Student Meeting Procedure for Students with Airport Transfers

If you have a direct flight from your home country, or had a transfer in some other country than Canada you will be arriving at International terminal and should be following the International Arrivals instructions below.

If you have a transfer in one of the Canadian airports on your way from home country to Vancouver International Airport, or you are coming to Vancouver from another Canadian city, you will be arriving at Domestic terminal and should be following the Domestic Arrivals instructions below.

All Students

Follow the Canada Arrivals signs to Customs with your passport and travel documents. Your baggage may be claimed following passport inspection. To determine which carousel contains the baggage from your flight, check the baggage information display screens that are located on each carousel. Baggage carts are also located near the carousels.

International Arrivals

After you have claimed your baggage, you will exit the customs hall. When exiting the customs hall, stay to the right hand side. You will see the exit doors to the International Reception Lobby, IRL. Proceed through those into the public meeting area. A Tamwood representative will be waiting for you in front of wooden statues and will be holding a sign with your name on it.

Domestic Arrivals

After you have claimed your baggage at the correct carousel, look for a Tamwood representative who will be waiting near your carousel number holding a sign with your name on it.

In the case that you do not see this sign or a Tamwood representative:

DO NOT leave this area. Proceed to the information desk and call Tamwood Emergency Phone

International Arrivals

From that point a representative will be contacted and they will meet you inside the IRL or you will be instructed to another meeting place for a Tamwood representative to meet you.

Domestic Arrivals

From that point a representative will know exactly where you are and will meet you. If a secondary meeting place is required, it will be next to the information desk on the level that you arrive.



Getting to Tamwood

Directions

Centrally located in the city's entertainment area, Tamwood Vancouver Campus is easily accessible by public transit. Conveniently located just 5 minutes away from Waterfront Skytrain Station.



Consult the public transit website at www.translink.ca for information regarding using the bus, seabus, and skytrain service. For students staying with homestay families, your families may take you to the school on your first day or will give you directions on how to get there on your own.

Living

Living with a Canadian Family

→ Schedules

North Americans in general leave for work quite early (between 6:30 a.m. and 8:30 a.m.) and arrive home around 5:00 p.m. Dinner is usually served at 6:00pm and most families get ready for bed after 9:00 p.m. and go to bed before midnight.

→ Meals

Most meals are quite simple, and will differ in size and food type from your country. Breakfast is usually self-serve and families often do not eat together. It is usually hot or cold cereal and/or some toast. Lunch is usually a sandwich, some fruit and a drink. It is not a large meal, although many people will take "leftovers" (uneaten food from dinner) for lunch the following day. Dinner



is the largest meal of the day and is usually eaten together. Check first with your host family if you would like to cook your own meals.

→ Cleaning

It is very common that everyone in the family participates in keeping the house clean and tidy. You may be asked to help with the household chores, such as setting the table and washing the dishes. Your homestay family will expect you to keep your room neat and tidy.

→ Hygiene

Most Canadians take showers rather than baths only once a day. Showers should not take more than about 10 minutes, as the hot water will run out after about three or four people have their showers. Some families will also schedule showers in the evening as well as in the morning. It is good to ask if you are permitted to use the shower more than once a day or late at night.

→ Houses

It is often thought that all North Americans are rich and live in large beautiful homes. In fact, you will probably be living an ordinary life with a family that is neither rich nor poor. For example, your host family will not have a maid to look after your needs. Many houses have bedrooms in the basement (under the main floor of the house) and have separate suites for people to rent.

→ Recycling & Environmental Awareness

Canadians, in general, are environmentally conscious, and many families recycle. Ask your host family how they do this. Canadians in general are also energy conscious, so it is normal to switch off the lights after you leave a room.

→ Laundry

Most host families have a washing and drying machine, and you should ask if you are expected to do your own laundry. Not all homestay families are comfortable washing clothes that people bring from overseas. They do not want to damage any of your clothing that may be washed differently than is common here. If you wash your own clothes, you should ask for instructions on how to use these machines and when is a good time to use them. In most cases families do not like you to wash small loads, so save your laundry and do a load only when you have enough to fill the machine.

→ Multicultural Families

Canada is very multicultural and we are very happy that our host families reflect this wonderful fact. Many of our host families come from a variety of ethnic backgrounds. They are Canadians and offer you an opportunity to see exactly how wonderfully open the cultural diversity in Vancouver can be.

→ Common Courtesies

- ◆ If you are going to be late or away for dinner, please call your homestay family to let them know.

- ◆ Most people take off their shoes before entering the house, but some families do not ask you to do so.
- ◆ If you ask in advance, host families often do not mind if you invite a friend over to the house.
- ◆ You should try to make phone calls between 9 am and 9 pm. Speak to your family if you need to make calls outside these times or if you expect to be on the phone for longer than 30 minutes.

→ Privacy

If you feel tired or just want some time alone, it is perfectly okay to go to your bedroom. You do not have to stay with the family all the time. If you want privacy, close the door to your room. Otherwise it is usually left open.

Drinking and Smoking

The legal drinking age in British Columbia is 19 years old. Nightclubs, bars, and pubs close usually at 3:00 a.m. You will need two pieces of photo ID to be permitted into these establishments. Smoking is not permitted by law in public buildings, on public transit, in shopping malls, and in all restaurants, pubs, nightclubs and casinos. Many restaurants and other establishments have designated smoking areas on uncovered patios. Please smoke in designated areas only.

Medical Insurance

All Tamwood students are required to have medical coverage when they arrive in Canada. If you request Tamwood to arrange medical insurance, you will be insured through a company called guard.me.

Please contact your Tamwood Representative, if you would like Tamwood to arrange a medical insurance for you.

Please be ready to provide your medical insurance confirmation on the first day of your school. If you purchased the insurance through Tamwood, please remember to pick up your card at the Tamwood Reception Desk in order to provide us with your medical insurance confirmation.

There is a 14 days minimum medical insurance duration for purchase. If you wish to order your medical insurance, you are required to give Tamwood at least 10-days notice and pay in advance. Medical Insurance is not refundable.