



LaunchPad Accelerator Course

ENTR 3730 - Special Topics in Entrepreneurship

3 credit course

January - April

This course provides the opportunity for students to roll up their sleeves and apply the Lean Startup method to their venture inside a non-traditional classroom. Students experience the fast-paced demanding environment of a startup as they present weekly findings from engagements with potential customers, partners and mentors.

Is this for you?

You are serious about starting a new venture, either for-profit or social

You know you don't have all the answers and are seeking critical feedback

You understand that launching a new startup involves talking to dozens of customers

You want to improve your venture, and therefore increase your chances of receiving funding through MRU's \$50,000 JMHL LaunchPad Pitch Competition

The Instructor

Ray DePaul

Director, Institute of Innovation
& Entrepreneurship

B. Math (Computer Science)
University of Waterloo



Ray has spent twenty-five years successfully bringing high technology products to market. Ray was President & CEO of RapidMind Inc. He joined the University of Waterloo spin-off and steered the company through \$11M of venture funding and significant market growth into an industry leader. RapidMind was the recipient of many prestigious awards, including the Ontario Centres of Excellence Mind to Market award, and the Premier's Catalyst Award. Ray and his team's efforts culminated in the acquisition of the company by Intel Corp.

Prior to RapidMind, Ray spent five years with Research In Motion (RIM) where he was responsible for all product management activities for the iconic BlackBerry product line including business planning, product strategy, and product launches. Ray helped guide the product through the challenging early adopter stage in the late 90's toward the mainstream market and established the BlackBerry brand as the leader in the smart-phone market.

Ray is very active in the entrepreneurial community. He has worked with the University of Waterloo's Commercialization Office as well as the MaRS Incubator in Toronto to assist startups in the early stages of commercialization. He is also a mentor and advisor to several entrepreneurs in the technology, consumer products and social enterprise sectors.