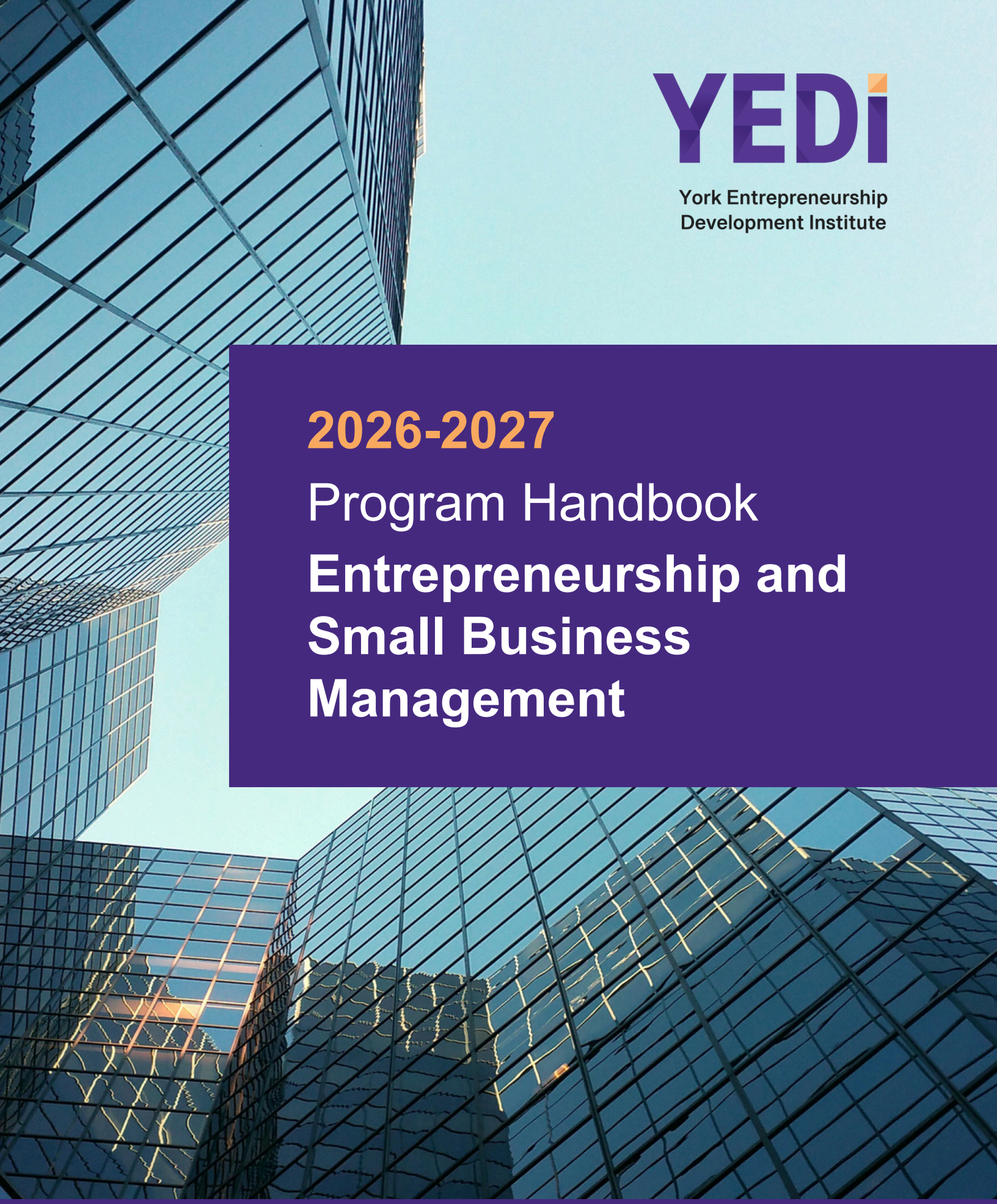


YEDI

York Entrepreneurship Development Institute

2026-2027

Program Handbook

Entrepreneurship and Small Business Management

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About YEDI

York Entrepreneurship Development Institute (YEDI) is a Canadian charity and designated training institute that equips entrepreneurs with the knowledge, tools, and networks to launch and grow successful ventures.





Our programs bridge academic theory with practical application, ensuring graduates are prepared to thrive in competitive global markets.



Beyond the classroom, YEDI provides access to a robust entrepreneurial ecosystem:

- **Business Acceleration Campus in Toronto**
  A hub for training, mentorship, and venture development.
- **Global Network**
  Active partnerships with innovation hubs, accelerators, and universities worldwide.
- **Mentorship & Advisory Resources**
  Seasoned entrepreneurs, investors, and industry leaders guide students through practical challenges.

- **Networking Events**
  Regular mixers, alumni socials, and partner events connect students with entrepreneurs, funders, and thought leaders.

- **Educational Webinars & Events**
  Ongoing opportunities to learn from experts across industries, ensuring exposure to the latest trends and tools in entrepreneurship.

- **YEDI Alumni & Perks Platform**
  A growing community of founders and executives, providing peer support, networking opportunities, and access to exclusive benefits.

- **Funding Pathways**
  Support through internal YEDI Seed Grants, mentorship on raising investment, and connections with venture capital, angel investors, and government programs.

- **Research & Knowledge Sharing**
  Collaborations with industry and academia to advance entrepreneurship education and practice.

Through these resources, YEDI ensures students are not only academically prepared but also strategically connected to succeed in both Canadian and international markets.

Why Partner with YEDI?

Designated as a career college

Approved as a vocational program under the Ontario Career Colleges Act, 2005

High-Impact Education

Blends academic rigor with real-world application, culminating in a business case portfolio.

Full Scholarships for Canadians

Tuition-free access for domestic students maintaining 80%+ standing.

Global Perspective

Curriculum integrates international operations, social entrepreneurship, AI applications, and investment strategies.

Industry-Expert Faculty

Courses are taught by leading Canadian entrepreneurs, executives, and academics.

Entrepreneurial Ecosystem

Access to YEDI's Business Acceleration Campus, mentorship, and alumni network.

Key Learning Areas

Semester 1

- SMEs in Canada: Opportunities & Challenges
- Business Growth
- Marketing Management
- Business Planning
- Business Modelling
- Stakeholder Management
- Digital Marketing Strategy
- AI for Small Business

Semester 2

- Sales Strategy
- Managing International Operations
- Team Building
- Social Entrepreneurship
- Legal Fundamentals
- Financial Planning

Semester 3

- Business Communications & Negotiations
- Raising Investments
- Financial Analysis & Reporting
- Innovations in Business
- Essential Systems & Skills for Sustainble Business Practice
- Business Case Defense

Distinctive Program Features

- **Practical Business Case**

  Students graduate with a full portfolio: business plan, financial projections, marketing plan, investor pitch.

- **Focus on Innovation & AI**

  Courses on AI in small business and innovation strategies prepare graduates for tomorrow's challenges.

- **Experiential Learning**

  Business case defense before an academic committee mirrors real investor readiness.

- **Networking & Perks**

  Access to mentors, alumni, and YEDI's Perks Platform (exclusive partner resources and discounts).

- **International Exposure**

  Curriculum emphasizes Canadian ventures within a global business context.





Academic Standards

Graduation Requirement

Completion of all 20 courses with passing grade (50% minimum).

Honours

Cumulative average ⩾90%.

Scholarship Eligibility

Canadians maintaining ⩾80% each semester receive full tuition coverage.

Faculty



Marat Ressin, PhD

President
Program Advisor at YEDI
Founder of Mares Group



Oleg Amurjuev, PhD

Director of Academic Affairs
Program Advisor at YEDI
Founder of AOCS



Ric Phillips, MBA

Director of Communications
Program Advisor at YEDI
Founder of 3V Communications

Instructors



Maryna Bakuntseva, PhD

CEO of ResearchQuest Inc.
Market Research & Competitive Intelligence Expert



Oleg Stukalov, PhD

Co-Founder of 3 Startups
Corporate Research Partnerships at University of Waterloo



Haniyeh Yousofpour, PhD

Co-Founder of Leonnova
Award-Winning Educator at Leading Global Universities

Potential Benefits for Partner Universities

Academic Collaboration

Opportunities for joint teaching, exchange programs, and research initiatives.

Global Network

Connection to Canadian entrepreneurial ecosystem and YEDI's expanding alumni base.

Brand Alignment

Affiliation with a selective, world-class entrepreneurship education provider.

Student Advancement

Pathways for international students to gain Canadian market knowledge and real venture training.

