



Master of Engineering Innovation and Entrepreneurship

MEIE

ryerson.ca/graduate



Program Contact

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Master of Engineering Innovation and Entrepreneurship (MEIE)

This 16-month, four-semester program is designed for engineering students and industry professionals interested in advancing their own technology-based startups within one of three tracks: Biomedical Engineering, Emerging Technology or Energy and Sustainable Innovation. Following the lean-startup development process, students take their concepts through three distinct phases: customer discovery, customer validation and customer acquisition, refining their projects from untested ideas into viable businesses. Students will gain the knowledge, skills and hands-on experience necessary to drive and manage innovation in existing companies or their own ventures.

A unique component of the MEIE is the technology commercialization and go-to-market project, in which student teams focus on commercializing their product or service and acquiring paying customers. The goal of the project is to establish a successful commercialization path for your technology venture.

MEIE Tracks

- Emerging Technology (\$14- to 33-trillion market by 2025)
- Energy and Sustainable Innovation (\$3-trillion market by 2020)
- Biomedical Engineering (\$1-trillion market by 2025)

Advanced Engineering Courses

Select two courses from more than 20 master's-level courses such as:

- Biomedical Startups
- Energy Innovation and Entrepreneurship
- Sustainable Entrepreneurship

Core Courses

Three core MEIE courses:

- Finding and Validating Business Opportunities
- Market Development and Financial Planning
- New Venture Business Strategy Plan

Practicums

Three practicum courses:

- Customer Discovery and Development (Business Model/ Value Proposition)
- Customer Validation (Problem/Solution Fit)
- Customer Acquisition (Product/Market Fit)

Project

- 8-month project: Technology Commercialization and Go-to-Market

Admissions Information

MEIE

- Completion of a four-year undergraduate engineering degree from a recognized institution with a minimum GPA (grade point average) or equivalent of 3.00/4.33 (B) in the last two years of study
- Resumé/CV
- Statement of interest
- Two letters of recommendation

Applicants may be required to provide certification of English language proficiency. For more information, visit ryerson.ca/graduate/futurestudents/admissions/english-language.html.

Resources

- Access to collaborative incubator space at iBoost Zone
- Support from a strong network of experienced business and technical mentors
- Access to seed funding required to grow your venture