

Master of Engineering Innovation and Entrepreneurship

MEIE

ryerson.ca/meie



Master of Engineering Innovation and Entrepreneurship (MEIE)

This 16-month, four-semester program is designed for engineering and science 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)

Projects

- Four-month Technology Commercialization project
- Four-month Go-to-Market project

Admissions Information

MEIE

- Completion of a four-year undergraduate engineering or science degree from a recognized institution with a minimum grade point average (GPA) 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

Students can:

- Access seed funding, professional development and mentorship opportunities, as well as Esch Awards.
- Become part of Ryerson's customer-centric technology incubator, iBoost Zone.
- Gain access to DMZ* resources when you're ready to grow your company.

Financial support in the form of scholarships, awards and assistantships is available for as many qualified full-time students as possible. For more information, visit ryerson.ca/graduate/funding.

* Ranked #1 university-based incubator in the world by UBI Global



Program Contact

meiegrad@ryerson.ca

ryerson.ca/meie

Yeates School of Graduate Studies
Ryerson University
350 Victoria St.
Toronto, ON M5B 2K3
Canada

ryerson.ca/graduate

**Ryerson
University**

**Faculty of Engineering &
Architectural Science**
Graduate Studies