

Helping Students Take the Big Step to Entrepreneurship: A How^{NOT}To Guide



MAWJI CENTRE
FOR NEW VENTURE AND
STUDENT ENTREPRENEURSHIP



Before we begin..

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YEG ★ **STARTUP** Community Awards

- **2022 Connector of the Year**
- **2022 Service Provider of the Year**
- **2022 Student Entrepreneur of the Year Finalist**
- **2023 Connector of the Year Finalist**
- **2023 Mentor of the Year Finalist**
- **2023 Student Entrepreneur of the Year**

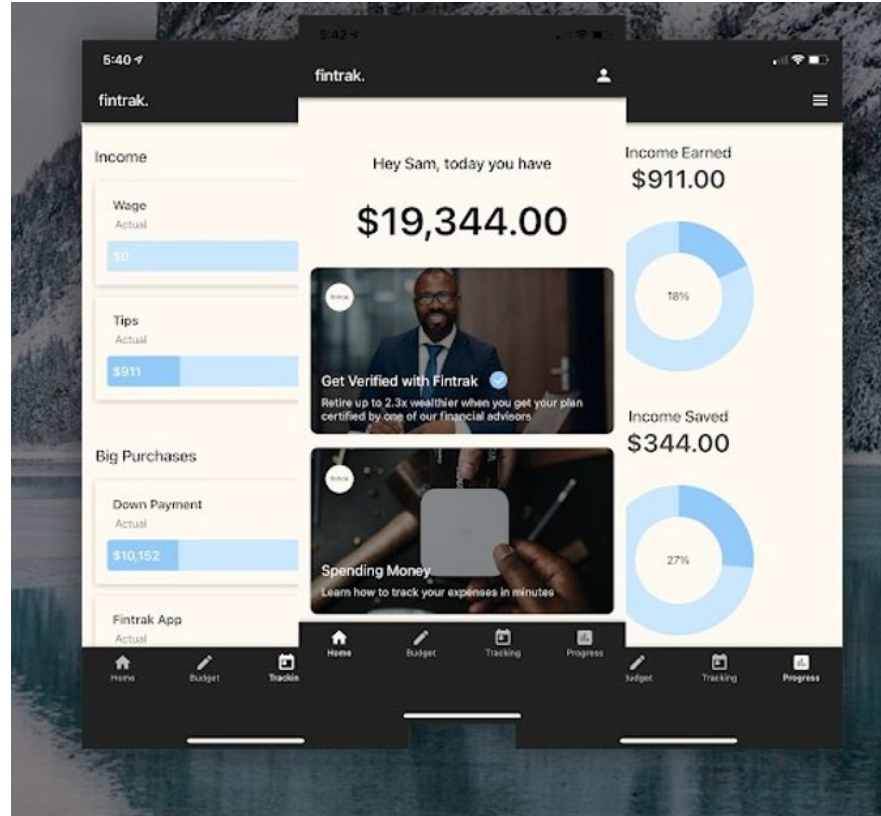
Cole Rosentreter – Pegasus Imagery



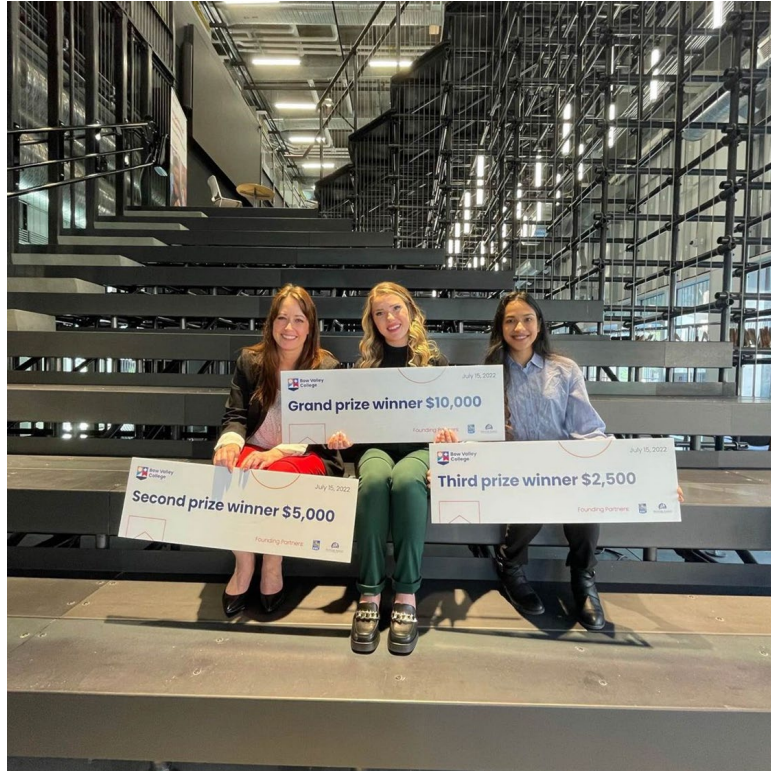
Shelvie Fernan and Victoria Celi – Fly & Fetch



Sam Yasinski - Fintrak



140+ Other Student Businesses



But we've made mistakes..



How^{NOT}To #1

**Spend the money
quickly**



Funding

- \$1 million endowment
- \$100,000 for 10 years
- Year #1 - \$280,000



^{NOT} How to #2

Look Busy



60 Events in First Year

Entrepreneur-in-Residence
Crowdfunding
Marketing Matters
The Art of Ge-Shi-Do
Franchising
Accounting & Taxes
Tools to Make Your Work Easier
The Cannabizness
Mentorship Pitch Event
Building an Amazing Environment at Work
Bcorp
F***ing up isn't an F word
Getting Money from Banks

Becoming an Entrepreneur
Business Plan Development
The Art of Business
Junior Achievement Program
Leading Like a Boss
Digital Media
Employee vs Contractor Legal Issues
8 Drivers to Increase the Value of your Company
People First: Building Collaboration.
Social Entrepreneurship and Funding
Enactus Project
Residential-based businesses
Women in Entrepreneurship

^{NOT}How to #3

Resist Goal-Setting



From Outcomes to Measures

Outcomes Expected	Measurable Results	Metrics	Activities to Achieve
Envelop students with relevant and engaged entrepreneurial resources	Students have access to a community to create opportunities	<p># of students referred onto other entrepreneurial support services</p> <p># of students that attend experiential sessions / workshops</p>	<p>Referral information in office</p> <p>Workshops in partnership with partners</p> <p>Workshops, Entrepreneur-in-Residence</p>
Develop student knowledge and skills to ideate and create a viable business	Students take action on a business idea	# of applications for one-on-one advising	Advising meetings
Develop student ability to galvanize stakeholders around a vision		# of students involved in key signature competitions	<p>Mentorship connections</p> <p>Pitch Competition</p> <p>Innovation Challenge</p> <p>Long-term survey of alumni</p>

Hands-On Activities

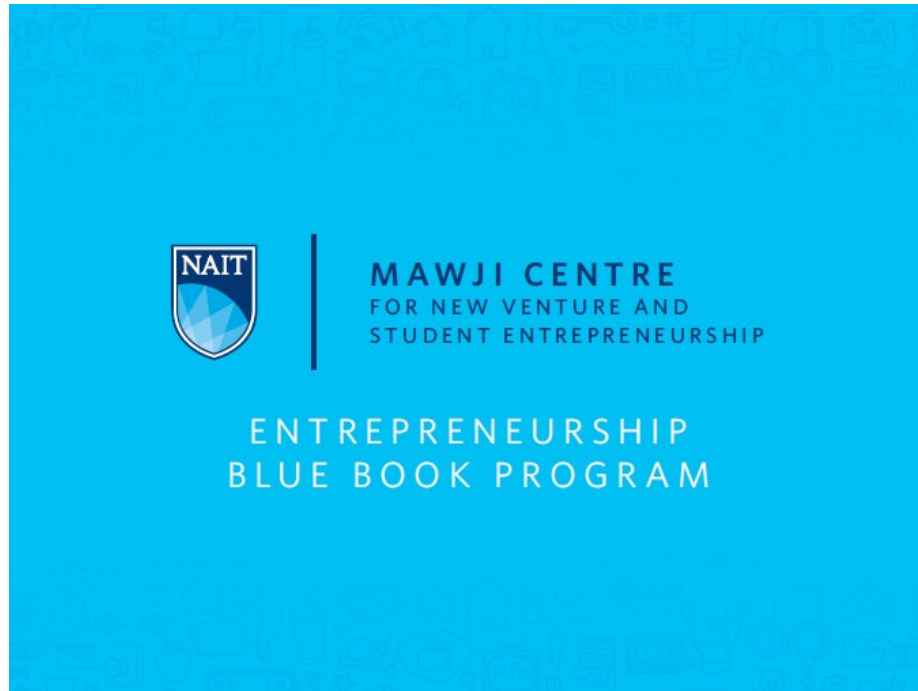


Partnerships



- Edmonton RIN (Regional Innovation Network)
- Edmonton Unlimited
- 150 Startups
- Alberta Innovates
- Futurpreneur

Blue Book Program



- From Ideation to Launch in one academic year
- Alberta Immigrant Nominee Program
- Cohort and Self-Directed options
- Stipend: \$250 + \$750 = \$1,000

September to November



- Describe Your Business
- Understand Your Customer
- Understand the Market
- Pitch Your Idea

January to March



- Prototype and Get Feedback
- Marketing
- Financing
- Prepare to Launch
- Business Showcase

Post-Program



- Competitions
- Referrals
- Mitacs

Innovation Challenge

How the collective “we” can
improve safety in public spaces
(with Edmonton Police Service)

Revolutionizing live game events
(With Edmonton Oilers)

Making Edmonton region the
choice for investments (with
Edmonton Global)

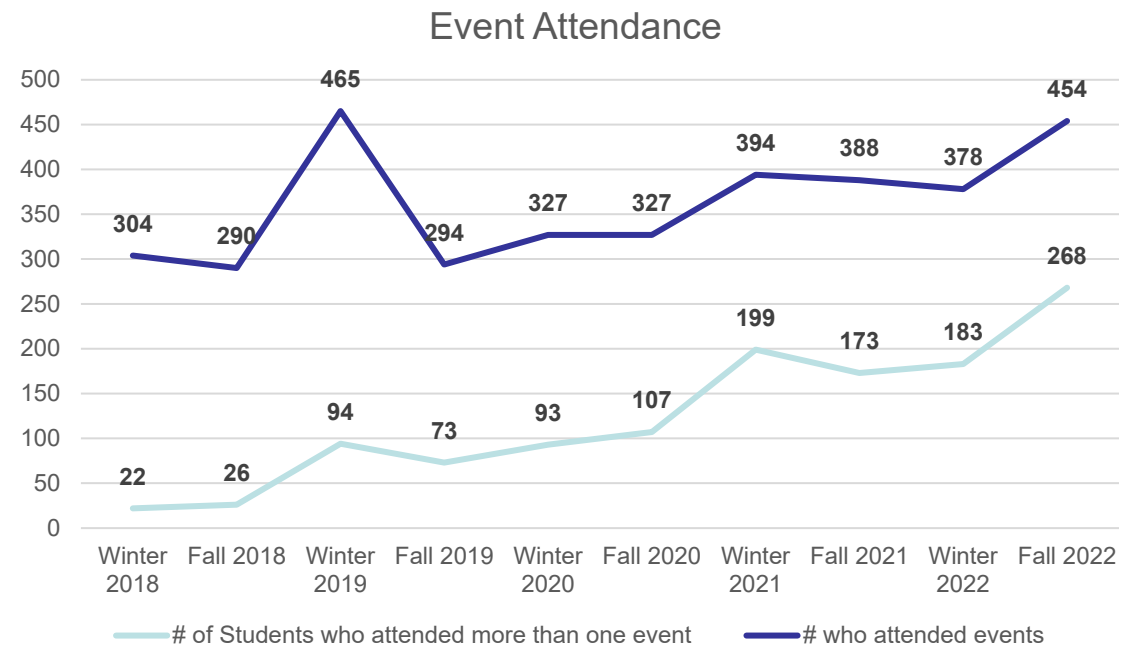
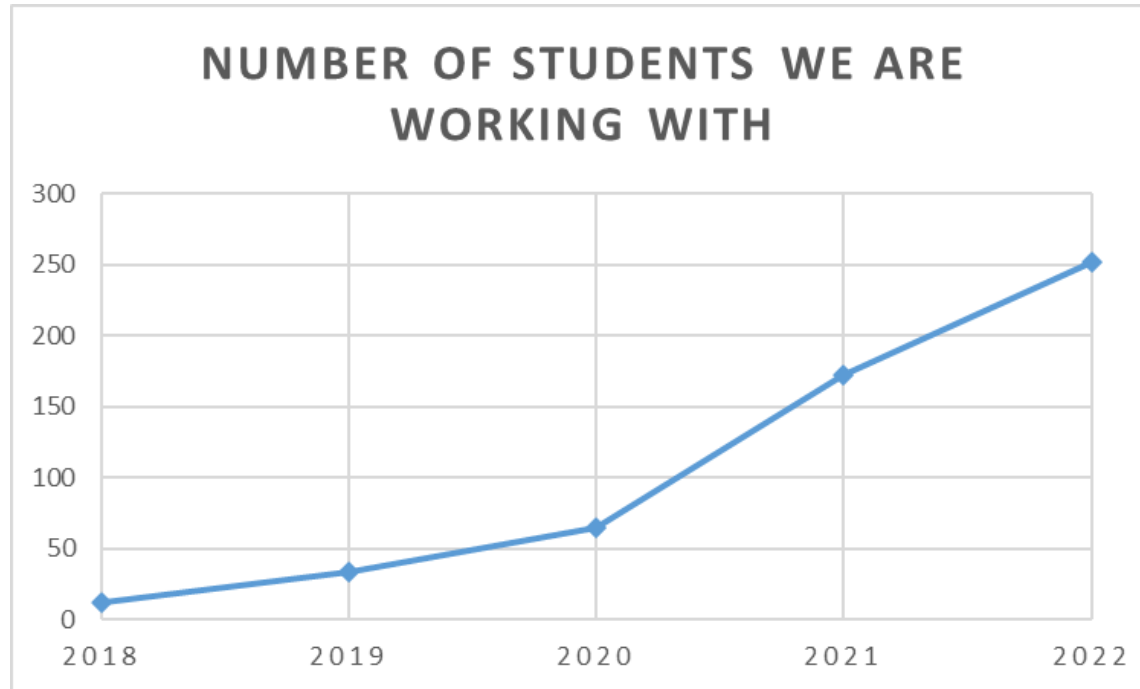


Entrepreneur-in-Residence

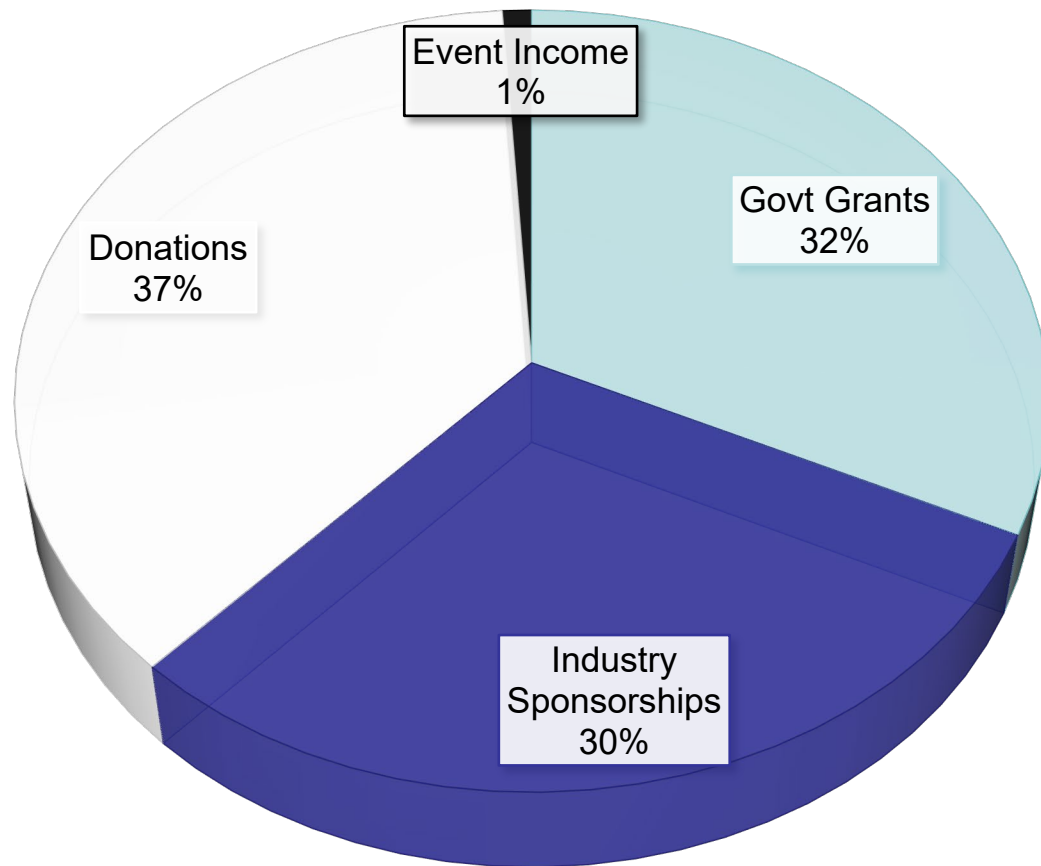
- Subject matter and industry experts
- Connect with students for 1-hour advisory sessions
- Act as mentors, coaches, judges



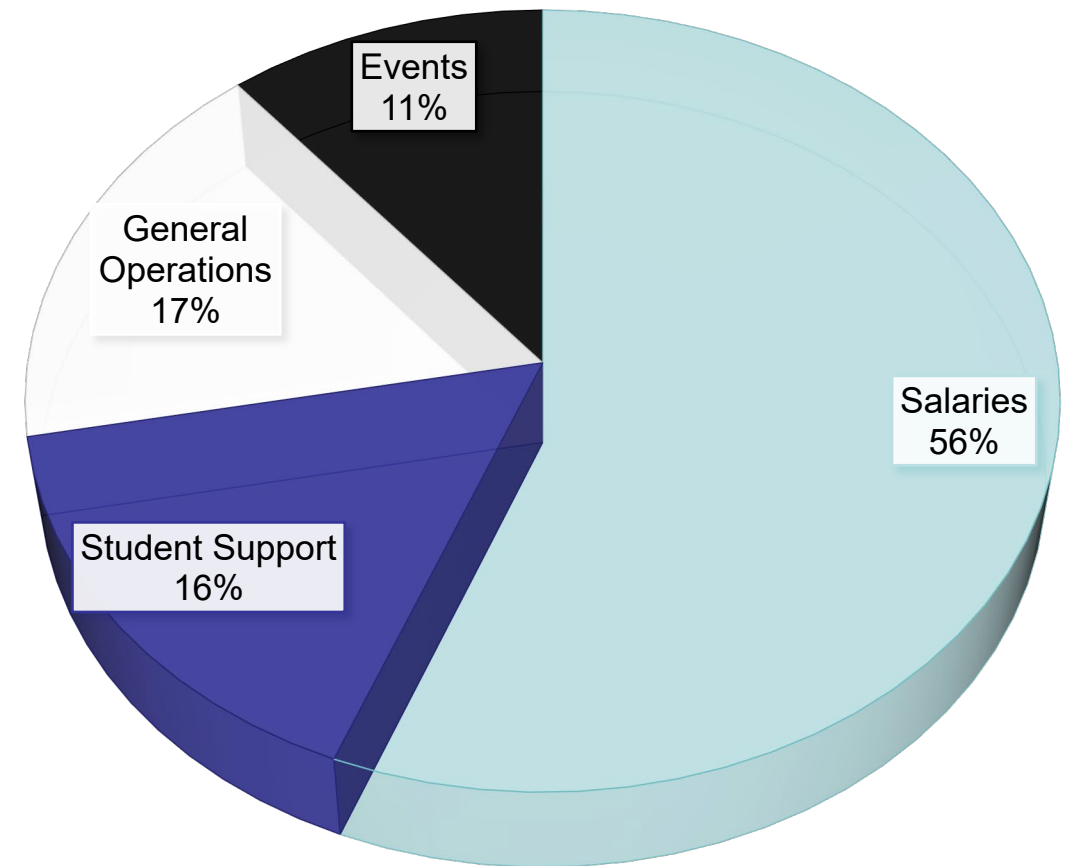
Impact is Tracked



REVENUE (\$350,000)



EXPENSES (\$350,000)





Thank You

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