

Entrepreneurship Training Program

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Atlantic Canada
Opportunities
Agency

Agence de
promotion économique
du Canada atlantique

Canada



MEMORIAL UNIVERSITY | Newfoundland and Labrador's University

Kilometres

Why Entrepreneurship?

- ✧ Small business is critical to our economy.
- ✧ Entrepreneurship offers employment security.
- ✧ Entrepreneurship and immigration have been established as a government priority.

Other considerations

- ✧ Immigrants are entrepreneurial.
- ✧ Universities must produce entrepreneurs.
- ✧ Universities need better entrepreneurship programming.

Entrepreneurship Training Program

- ✧ Since 2012, Memorial has offered its Entrepreneurship Training Program (ETP) to help graduate students develop the entrepreneurial attitudes and technical and managerial competencies necessary to create new ventures.
- ✧ Collaboration among the Graduate School, the Internationalization Office, and Student Life.
- ✧ Funded by the Atlantic Canadian Opportunities Agency.

Entrepreneurship Training Program

- ✧ Through 8 weeks of interactive workshops led by faculty, business people, and entrepreneurs, students are connected to local mentors, funding sources and other essential resources.

Who is the ETP for?

- ✧ Graduate students at Memorial University
- ✧ Interested in entrepreneurship
- ✧ In any faculty
- ✧ Any year
- ✧ Any background
- ✧ No experience or background necessary

What is the ETP?



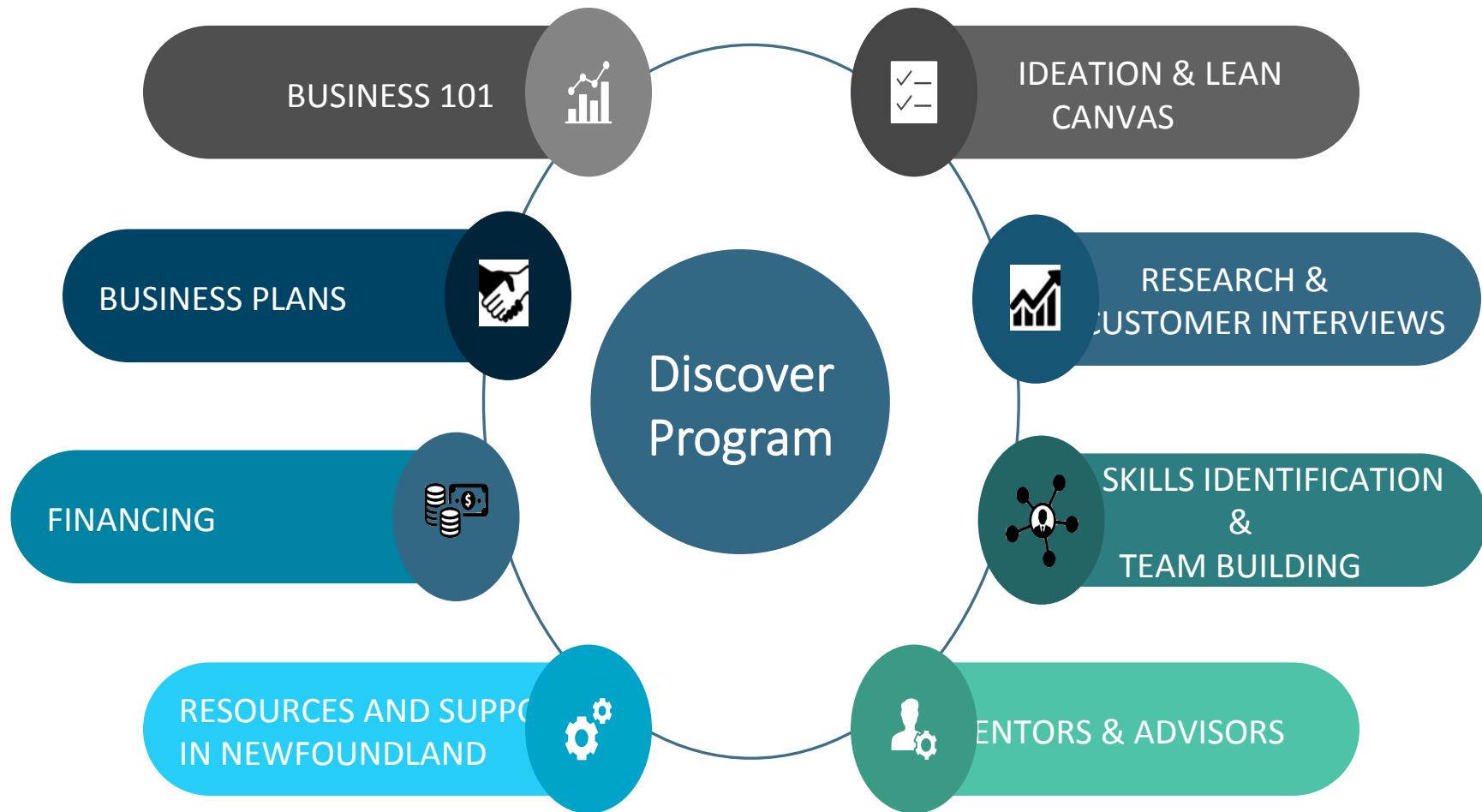
✧ Discover and Develop Programs

- In-person and online
- Exercises, videos, reflection, discussion

✧ Offered 3 semesters per year

✧ Intended to complement any Masters or PhD program

DISCOVER PROGRAM MODULES



Ideation and Lean Canvas Example

Workshop 1 Ideation & Lean Canvas

Objectives

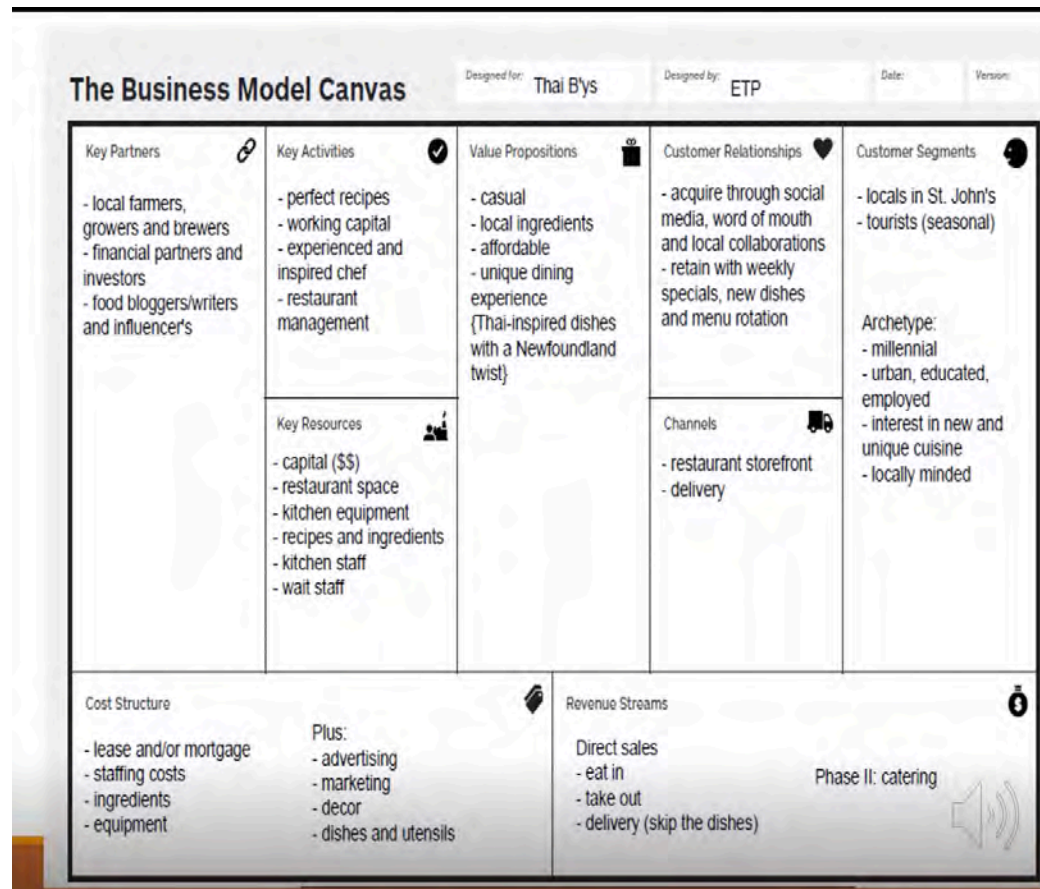
1. Identify an opportunity for a business
2. Identify how to apply the lean canvas model by completing it for your business idea
3. Participate in the Post-Workshop Reflection

Ideation and Lean Canvas Example

Thai B'ys Restaurant

IDEATION & LEAN CANVAS EXAMPLE

Ideation and Lean Canvas Example

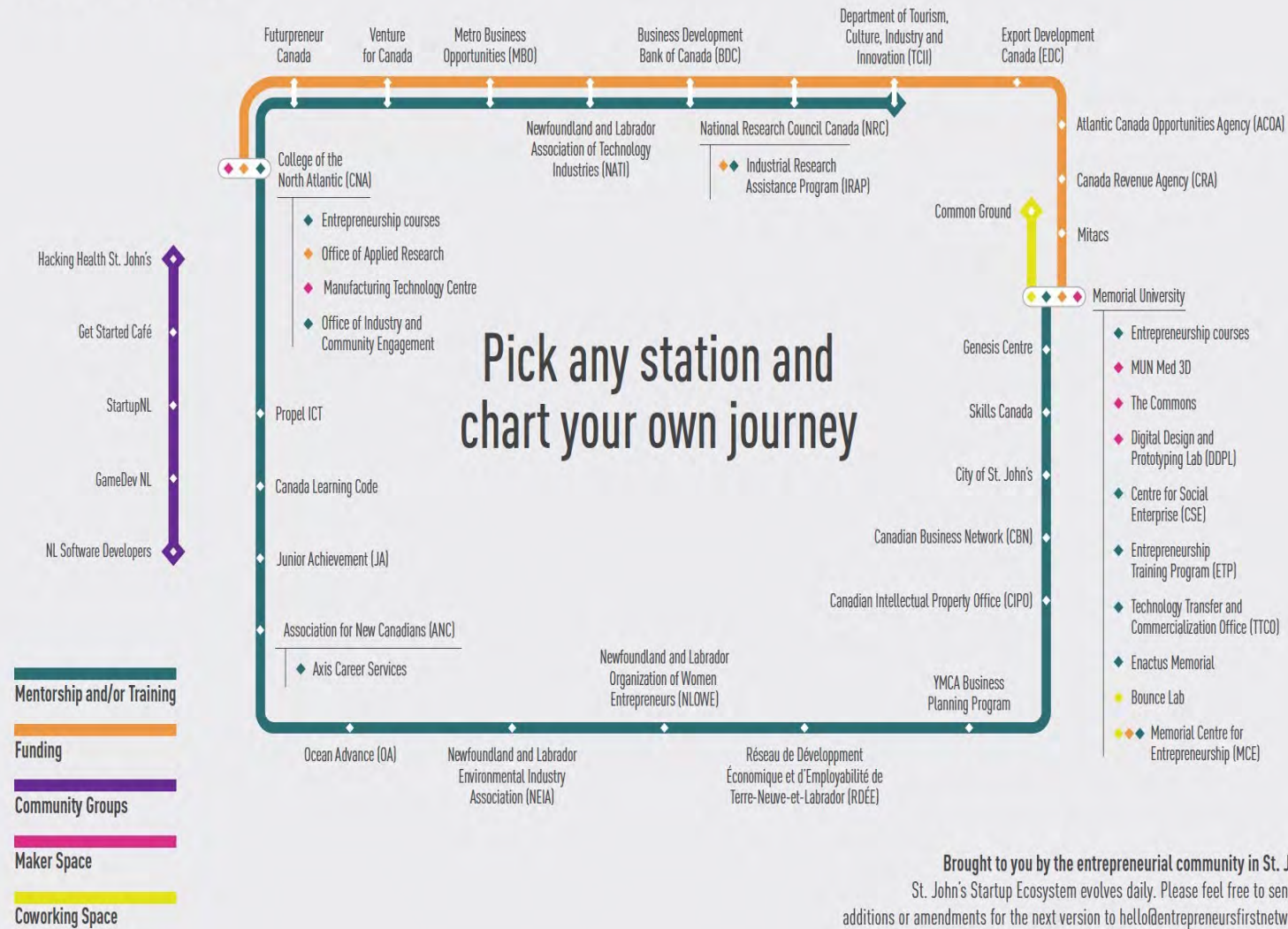


NEW DEVELOP PROGRAM MODULES



ST. JOHN'S STARTUP ECOSYSTEM

2018 SUPPORT MAP^{beta}



Brought to you by the entrepreneurial community in St. John's
 St. John's Startup Ecosystem evolves daily. Please feel free to send your
 additions or amendments for the next version to hello@entrepreneursfirstnetwork.ca

Other considerations

- ✧ Start-up Visa Program--was created to target foreign entrepreneurs with the skills and potential to build innovative businesses in Canada that can create jobs and compete on a global scale.
- ✧ Must complete a program like ETP or Genesis Evolution Program

Demand

Year of ETP	Students Enrolled	Change in Enrolment from Previous Year
2018 (Fall)	88	+67%
2017/18	52	+44%
2016/17	36	+20%
2015/16	30	+7%

Some Successes



Stefana Egli (chemistry)
—Intelligent Materials,
a spin-off company
that provides a clean
tech portable water
sampling device for
analysis and
monitoring of
particular compounds
of interest in water.



Marc Gauci
incorporated a
company called ABA
Access in 2016 to
ensure families living
with autism have
continuous therapy.



Kala Davis,
Life Between
Labels Wildlife
&
Conservation
Entrepreneur



Arif Shaikh
Co-
Founder,
Creatros
Inc. a
cloud-
based AI
app.



HeyOrca is a social
media planning &
collaboration tool for
social media teams to
work closely with their
entire team and any
external stakeholders. It
was founded by MUN
alums and now has 2
offices and 21
employees.

Awards



Program Innovation
Award

Questions?



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