Entrepreneurship Training Program

Aimée Surprenant
Associate Vice-President and Dean, School of Graduate Studies

Be your own boss.
Then become someone else’s.
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
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 and Lean Canvas Example

![The Business Model Canvas](image)

**Key Partners**
- local farmers, growers and brewers
- financial partners and investors
- food bloggers/writers and influencers

**Key Activities**
- perfect recipes
- working capital
- experienced and inspired chef
- restaurant management

**Value Propositions**
- casual
- local ingredients
- affordable
- unique dining experience (Thai-inspired dishes with a Newfoundland twist)

**Customer Relationships**
- acquire through social media, word of mouth and local collaborations
- retain with weekly specials, new dishes and menu rotation

**Customer Segments**
- locals in St. John’s
- tourists (seasonal)

**Archetype**
- millennial
- urban, educated, employed
- interest in new and unique cuisine
- locally minded

**Key Resources**
- capital ($$)
- restaurant space
- kitchen equipment
- recipes and ingredients
- kitchen staff
- wait staff

**Channels**
- restaurant storefront
- delivery

**Cost Structure**
- lease and/or mortgage
- staffing costs
- ingredients
- equipment

**Revenue Streams**
- direct sales
- eat in
- take out
- delivery (skip the dishes)

- advertising
- marketing
- decor
- dishes and utensils

- Phase II: catering
*NEW* DEVELOP PROGRAM MODULES

ACCOUNTING 101

NAMING AND BRANDING

FINANCIAL MANAGEMENT

LEGAL ABCS OF STARTING A BUSINESS

INTELLECTUAL PROPERTY & COMMERCIALIZATION

SALES, MARKETING & SOCIAL MEDIA

RESOURCES, SUPPORTS & PLANNING

MANAGING GROWTH

Develop Program
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

<table>
<thead>
<tr>
<th>Year of ETP</th>
<th>Students Enrolled</th>
<th>Change in Enrolment from Previous Year</th>
</tr>
</thead>
<tbody>
<tr>
<td>2018 (Fall)</td>
<td>88</td>
<td>+67%</td>
</tr>
<tr>
<td>2017/18</td>
<td>52</td>
<td>+44%</td>
</tr>
<tr>
<td>2016/17</td>
<td>36</td>
<td>+20%</td>
</tr>
<tr>
<td>2015/16</td>
<td>30</td>
<td>+7%</td>
</tr>
</tbody>
</table>
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.

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.

Kala Davis, Life Between Labels Wildlife & Conservation Entrepreneur

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

Excellence in Innovation Award

Program Innovation Award
Questions?

Email: sgs@mun.ca
Twitter: @gradstudies @sgsdean
Facebook: mungradstudies

Sponsored by:

Atlantic Canada Opportunities Agency
Agence de promotion économique du Canada atlantique
Canada

MEMORIAL UNIVERSITY | Newfoundland and Labrador's University