

# Ivey Entrepreneur

www.ivey.uwo.ca/entrepreneurship

## Wearing your heart on your wrist

*Robyn Hochglaupe, MBA '02, always wanted to change the world.*

It's what took her to the jungles of Guyana at age 24, where she learned to read malaria statistics and collect blood swabs for research. But while Hochglaupe was working in Kurukubaru – a village so remote that it doesn't register on Google Maps – she realized that, despite her noble intentions and worthy vocation, she could be making a greater impact somewhere else.

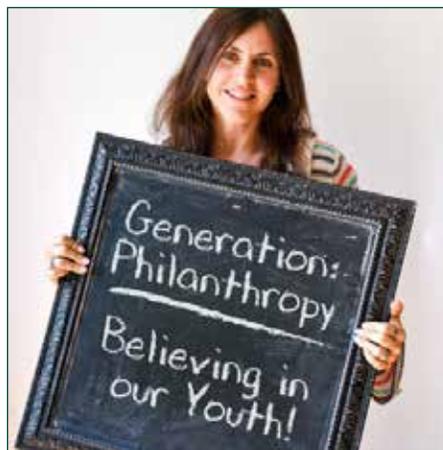
Since starting a West Coast adventure travel camp venture for 14-15 year old kids at the age of 19, Hochglaupe has enjoyed working with youth. The opportunity to have an impact on young people as they discover who they are at a summer camp far outweighed anything Hochglaupe could accomplish in the jungles of Guyana.

For the past 14 years, Hochglaupe has run a number of successful youth camps. And while her latest venture, Citizen Rad, is a departure from that mold, her focus hasn't shifted. A social enterprise centered on a fashion accessory, Citizen Rad is looking to champion non-profits and young philanthropists while providing young people an avenue to express their support & ideas.

### **Citizen Rad – Creating a Community**

Launched this past February, Hochglaupe describes Citizen Rad as 'Pandora for young and athletic people,' but with a strong social impact component.

The silicone, and soon to be released distressed leather, bracelets come in youth and adult sizes and carry a host of tags (called RaDTaGZ) that can be used to customize the bracelet. The social impact side is the real driving force behind Citizen Rad, according to Hochglaupe. She wants her brand to highlight and support young philanthropists and small to medium size charities.



"There's always money for startups that are for-profit but all these small startup charities out there with incredible sustainable ideas don't have anywhere to go," said Hochglaupe. With Citizen Rad, she hopes to create a community where philanthropists can talk about what they are doing and build financial support

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## InstituteBuzz

Each fall brings a new verve of life to the Ivey Business School as hundreds of students make every nook and cranny of the Richard Ivey building their home away from home.



InstituteBuzz  
By **Eric A. Morse**  
Professor and Executive  
Director, Pierre L. Morrisette  
Institute for Entrepreneurship

For Entrepreneurship, it marks the beginning of the New Venture Project and an opportunity to work with student teams eager to discover their potential as future entrepreneurs. Many of them will have the opportunity to validate their ideas against some of the best teams from across North America at our 19th IBK Capital – Ivey Business Plan Competition and inaugural Spin Master Ivey HBA Business Plan Competition being held on January 20-21, 2017. It will be an exciting weekend and if you are interested in being involved, please let us know.

The last year has given birth to a number of new initiatives at the Institute to complement many of the things we do well. We have been constructing bridges to practice, building economies, and expanding our role in knowledge leadership. You can read more about these key objectives and what we've accomplished in the last year in our latest Annual Report.

Lastly, I'm also proud to announce that the Institute's Research Centre will host a conference around a Special Issue of the *Journal of Business Venturing* on social enterprises. It is an incredible opportunity for Ivey to be at the forefront of mapping this exciting phenomenon that we see more and more of our alums and students being part of. As visible throughout this edition of the Newsletter, our alums are making impactful contributions through their innovation and passion, staying true to Ivey's goal of developing business leaders who think globally, act strategically and contribute to their societies.



< **Pierre L. Morrisette**  
Institute for  
Entrepreneurship  
2016 Annual  
Report

Read more at  
[go.ivey.ca/entrep2016](http://go.ivey.ca/entrep2016)

to accomplish their goals. A large part of that initiative will be accomplished through Citizen Rad's 'For the Love of Good' collections where 100 per cent of all proceeds originating from purchases of these custom designs goes to the organization that created them. Citizen Rad will boost that amount with \$1 from any bracelet sold along with those tagz.

With endless possibilities to personalize and brand both bracelets and tags, Hochglaube sees potential for Citizen Rad to work with any group wanting to be a more permanent part of a supporter's personal brand; especially those who want to connect with the up and coming Millennial and Generation Z givers. There are also opportunities with corporations with Citizen Rad becoming a connector of youth and corporate initiatives. According to Hochglaube, the next generation of givers want to support causes, not institutions, and there is a real opportunity for Citizen Rad to help bridge that gap.

The revamped e-commerce site is set to launch in late October and will host collections from Pancreatic Cancer Canada, the L.O.V.E Project and Coat A Kid before the end of the year. Hochglaube hopes to grow that number to at least twelve collections in 2017 along with an app that will drive the community building component of Citizen Rad.

**Combining Passions**

Taking risks comes naturally to Hochglaube.

"I honestly believe it is nature. You are the type of person who enjoys risk and is

willing to work all hours. You put your heart and soul into something because that's just who you are."

Likewise, Hochglaube stressed that no one chooses to go into the social enterprise or non-profit space because it's glamorous, but because it's part and parcel of who people are. With the rising popularity of various social impact models, Hochglaube has a two-part process for students to consider if they feel it is their calling.

"Ask yourself, what do I think is wrong with this world and what am I going to do about it?"

For Hochglaube, her calling has always revolved around youth.

"They see things from a different perspective than us jaded adults and it's really unfortunate that they are not given enough attention by corporations and organizations who can really benefit by bringing them into the fold," said Hochglaube.

**Time at Ivey**

Coming from a nonprofit background and having only worked for herself, Hochglaube found Ivey a steep learning curve and recalls wondering if someone at admissions had made a mistake. After a month, she settled into the program and changed her focus from grades to building community and learning.

"I'm here and I'm not going to give up. I'm going to have a lot to give and I'm going get a lot from Ivey," she said.

During her two years at Ivey, Hochglaube was voted "most outstanding contribution to the class" and helped start MBA Laundry (an entertaining end of year review show



on the class' Ivey experience) and the precursor to Ivey Connects (a volunteer initiative for MBA students).

Hochglaube has continued to keep those connections alive, previously serving the Ivey Alumni Association of Toronto and being on the early planning committee of Global Ivey Day. She has also found mentorship in the shape of John Rothschild, MBA '73, regarded as one of Ivey's finest entrepreneurs.

"To me he embodies the drive of an entrepreneur, because of all the things he has been able to share with me," says Hochglaube, who is glad to have the support of those who have gone before her and succeeded as entrepreneurs.

"You often question yourself, 'am I doing this right?' You wear the Marketing hat, the Operations hat, the Finance hat... so you're questioning yourself constantly. Knowing that others have gone through that process and knowing that you are not alone is what makes having an Ivey Entrepreneurship community so fantastic."

# EVENTS & INITIATIVES



## Ivey Business Plan Competitions

Be part of a weekend of Business Plan Competitions with entrepreneurial teams from across North America. For more information, visit [go.ivey.ca/iveybpcc](http://go.ivey.ca/iveybpcc) or email [iveyentre@ivey.ca](mailto:iveyentre@ivey.ca)



## Ivey Entrepreneurship Summer Internship Program

The Institute is starting a new initiative offering Summer Internships for Ivey HBA1 Entrepreneurship Certificate students. Find out more on this initiative by emailing [iveyentre@ivey.ca](mailto:iveyentre@ivey.ca)

# Tony Bouk, MBA '05 – On the Right Side of the Curve

**Tony Bouk, MBA '05**, enjoys solving problems—and with his company GreenBug Energy, he's doing just that through ancient technology. "People like me around when there's a real problem to solve, but after that they just view me as a pain in the neck. I don't leave things alone—I'm like a pit bull with a problem," said Bouk.



Few modern problems are as daunting as the threat of global warming, but that's exactly what drove Bouk towards his latest business, GreenBug Energy, a micro hydro-electricity venture powered by technology developed in the 3rd century BC.

GreenBug Energy designs, manufactures, installs, operates and maintains Archimedes screw generators for small dams, creating micro hydro-electric sites that can produce 1-to-500 kilowatts of energy. Apart from being profitable, the projects are designed to reduce greenhouse gases and lessen disruption on underwater inhabitants.

### Untapped Potential

An avid kayaker, Bouk would often complain about water pollution on the lake and even served a short stint on the Board of Directors at the Long Point World Biosphere Reserve Foundation. Yet to mobilize equity and do anything on scale, Bouk knew profit was an essential component.

After a local resource assessment, Bouk, and business partner Brian Weber, discovered a splattering of small dams in towns and

villages across the region. Too small to attract big power companies, Bouk and Weber started researching how to tap into these unused energy sources.

Thousands of years after its invention, the Archimedes screw was making a comeback in Europe, but the economics of buying and installing them in Canada didn't make financial sense. Having successfully run a manufacturing company for years, Bouk was confident he could recreate the screw in Canada.

Simplifying the math on an Excel sheet, Bouk and Weber started testing their findings on a small stream on Weber's property. "We built it, hooked it up and it produced within 5 watts of what our model said it would."

From their start in 2011, Bouk's venture into small hydro has been a long process. Developing and testing the technology was a challenge in itself. Add in environmental assessments and rapidly changing government regulations, and it's no mystery why GreenBug is not yet profitable.

In 2013, the company installed the first grid connected Archimedes screw generator in all of North America, and snagged the 2014 Ontario Waterpower Association Innovation Award, the 2015 Royal Canadian Geographical Society 3M Environmental Innovation Award, and the 2015 Minister's Award for Environmental Excellence from the Ontario Ministry of Environment and Climate Change. Currently, GreenBug has two completed installations and is involved in 10 more projects in the next feed-in tariff (FIT) round. Ontario's FIT Program was established to encourage the development of renewable energy generating facilities of varying technologies.

"If you wait till all the ducks are lined up to do something, you are too late. We're on the right side of the curve—renewable energy is here to stay," said Bouk, confident that things are just starting to flow in the right direction.

**READ MORE** about Tony Bouk's journey at [go.ivey.ca/tonybouk](http://go.ivey.ca/tonybouk)

## Ivey leads the exploration of social entrepreneurship research

*While research can be classified as trading uncharted waters, very rarely does an institution get the opportunity to map out an entire ocean.*

In the relatively young life of entrepreneurship as an academic discipline, the Ivey Business School has become a key leader and convener in the space. In 2017, Ivey will have the opportunity to continue that role and expand the conversation on social entrepreneurship.

Ivey's Entrepreneurship Cross-Enterprise Leadership Centre (ECEL or Centre) and the Pierre L. Morrissette Institute for Entrepreneurship will host an academic conference on social entrepreneurship, bringing together many of the field's top scholars and PhD researchers. The conference will pave the way for a Special Issue on the topic with the Journal of Business Venturing, the world's leading entrepreneurship journal listed in the Financial Times 50 academic journal list.



CREDIT: B LAB (INSTAGRAM) AND BADGER BALM

### **A natural extension of Ivey's Legacy of Leadership**

In 2011, the Centre launched a new initiative in partnership with Indiana University, University of Illinois, University of Minnesota, Ohio State University, Syracuse University and University of Wisconsin to set up the Great Lakes Entrepreneurship Network (GLEN). The GLEN is a forum for

academics in the field to share ideas and research and is hosted bi-annually at one of the partner institutions. Ivey also hosted the prestigious Babson College Entrepreneurship Research Conference in 2014, becoming only the second Canadian institution in 26 years to host what is considered the "Olympics of entrepreneurship conferences."

Following this legacy, the upcoming conference and special issue with the Journal of Business Venturing fits perfectly with the role Ivey has played in entrepreneurship research; a notion echoed by Professor Simon C. Parker, Centre Director and J. Allyn Taylor/Arthur H. Mingay Chair in Entrepreneurship.

"Being the focal place to bring the world's thought leaders together to enlarge, enrich and advance the conversation, Ivey continues to play a leadership role in shaping entrepreneurship research."

Parker also serves on the editorial board of the Journal of Business Venturing along with Associate Professor Oana Branzei, Donald F. Hunter Professor of International Business, who is a leading global scholar in social entrepreneurship research. In 2008, Branzei founded Social Innovation @ Ivey, which made Ivey the first Canadian university to convene in the space.

### **Mapping social entrepreneurship**

Despite the emergence of a growing body of research on social entrepreneurship in recent years, the forthcoming Special Issue is the first concerted effort to map out new developments in the field. The issue will publish the most path-breaking papers presented at the conference, comprising seven articles and three editorials. These are expected to shape the future development of the field for years to come.

With the April 2017 conference, Parker and Branzei hope to attract more than 25 of the world's leading scholars in the field, with an additional 25 doctoral students.

The one-to-one ratio of scholars to students is unprecedented in most research conferences, and will maximize opportunities for mentorship and collaboration.

While the conference topic is being framed in broader terms as the intersection of enterprise and society, Branzei and Parker are expecting quality paper applications relating to benefit corporations. Benefit corporations or B Corps are for-profit companies specially designed to pursue social goals as well as business ones.

The phenomenon has been gaining popularity in the past five years and today, there are over a 1,600 certified B corps in 42 countries according to the chief certifying body, B Lab.

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**"If you are going for real social impact, it's hard to not be a B Corp," said Branzei.**

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In the summer of 2016, Branzei led a convening of the emerging B Corp research at the Academy of Management Conference.

"We are championing new theories with quantitative data, on the impact that is being witnessed real time," said Branzei. She is delighted that the subject matter is gaining momentum in academia as Ivey prepares to host what promises to be an impactful conference.

"The opportunity not only showcases Ivey's leadership in the area, but shows the School is involved with new and dynamic issues," said Branzei, continuing Ivey's mission to be at the forefront of new and emerging trends in business.