

IVEY PIERRE L. MORRISSETTE INSTITUTE FOR ENTREPRENEURSHIP



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EXECUTIVE DIRECTOR'S MESSAGE



ERIC A. MORSE, PROFESSOR AND EXECUTIVE DIRECTOR | Pierre L. Morrissette Institute for Entrepreneurship

We've had another busy and productive year at the Pierre L. Morrissette Institute for Entrepreneurship, where we've opened up new opportunities for the growth of entrepreneurship across Ivey and Western University.

While 2016 was a year of building, 2017 was dedicated to fortifying and completing our pathways to practice. This year has been one for refinement and celebrating major milestones for the programs and experiences that have elevated our brand of entrepreneurship across Canada.

In January 2018, we celebrated the 20th internal MBA Business Plan Competition. This milestone would not have been possible without the 15 years of support from lead sponsors, Mike White and Bill White of IBK Capital. The competition has given us great teams and entrepreneurial stories, from Ivey's own Trent Kitsch and Saxx *Underwear*, to international successes like Zostel Hostel, Picasolar and Inscope Medical.

This year also marked the 15th edition of the QuantumShift™ program, which brings together 40 of Canada's best high growth entrepreneurs to London for a week of working and learning, with each other and from Ivey's experts. Participants gained insight on how to grow their businesses and be positioned for continued success. It's great to know that over 600 of Canada's best entrepreneurs have had part of their story here at Ivey.

In 2017, the Institute entered the first year of a program with Business Development Bank of Canada (BDC), where we helped

a set of bank clients, who are high-growth entrepreneurs, move into the next stages of success. The growth of both the QuantumShift™ and BDC programs demonstrate the expertise here at Ivey Entrepreneurship.

We also took the opportunity this spring to celebrate how far entrepreneurship has progressed over the past 10 years at Ivey. It was a special milestone that coincided with the generous gift from Pierre Morrissette, MBA '72, enabling us to expand our entrepreneurship programming and research.

The gala celebration allowed us to catch up with alums and Ivey Entrepreneurs, many of whom have played an important role in advancing entrepreneurship as donors, advisory council members, and Entrepreneurs-in-Residence. We also selected an ambassador for each year since the naming of the Institute to carry the torch for Ivey entrepreneurship. We are proud of everything we've accomplished and are looking forward to extending Ivey Entrepreneurship as thought leaders and pioneers in entrepreneurship academia, education, and extra-curricular experiences.

Our partnerships are stronger than ever. We continue to partner with KPMG enterprise, TD Commercial and The Globe and Mail for the QuantumShift™ program. Our popular campus-wide Entrepreneurship Bootcamp with Ash Singh is supported by Deloitte Private and we continue to work with TechAlliance to run the Entrepreneur 1.0 program for local entrepreneurs.

Continued next page →

We are also working to build on our internal partnerships. Recently, we collaborated with the Dean's Office, Leadership Institute, and Sustainability Centre to look at the ongoing disruption in the environment today. This goes beyond just technology, delving into social, political, and environmental aspects to discover what all this means for business schools and for business in general.

We've gathered perspectives from CEOs and thought leaders from around the world. While we are still sorting through the data, one point is very clear: we need more entrepreneurial thinking, not less. Decisions have to be made more quickly, which is complicated by the vast amount of available information. The ability to glean the important from the fluff is a skill that's integral to succeed. Our belief is that universities will have to take on entrepreneurial thinking in their programming and that's an exciting opportunity for us.

Over the past two years, we've been working closely with partners at Western University to bring entrepreneurship across

campus. That work has yielded programs like Graduate Student Innovation Scholar, which partners PhDs with Ivey MBAs to explore the commercial viability of technology developed at Western; and the Western Accelerator program, which is an important part of our pathways to practice for students seeking the opportunity to jump into entrepreneurship post-graduation.

Additionally, I am excited to announce that I have been appointed as a Special Advisor to the President and Director of Entrepreneurship at Western University. I will continue to run the Morrissette Institute but am looking forward to greater collaboration, both within Western and outside the university; what are the partnerships and alliances we can create to help move entrepreneurship forward at Ivey, Western and in Canada in general?

That is an exciting proposition as we look forward to the upcoming year.

ENTREPRENEURSHIP BY THE NUMBERS 2017-2018

81%

of all HBA2s completed a course in Entrepreneurship in 2017-18

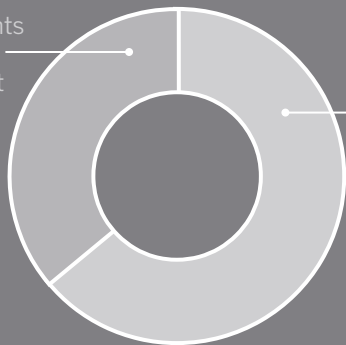
MORE THAN

\$150,000

Entrepreneurship scholarships in 2017-18

2018 New Venture Project participants:

89 MBA students took the New Venture Project



158 HBA students took the New Venture Stream

82%

of all MBAs completed a course in Entrepreneurship in 2017/18

215

students took Entrepreneurial Finance, one of the most popular electives at Ivey HBA

17

courses in Entrepreneurship across Ivey HBA, MBA, MSc and Western University

Six PhD

students researching in the field of Entrepreneurship

RESEARCH

EXPANDING SOCIAL ENTREPRENEURSHIP RESEARCH WITH SPECIAL ISSUE



Many of the world's top scholars in the field of social entrepreneurship participate in the special symposium.

Continuing our legacy of excellence in academic research, Professor Simon Parker and Oana Branzei organized a double Special Issue of the Journal of Business Venturing, titled "Enterprise before and beyond benefit."







Special issues of journals map out research areas for other academics to expand upon and this is one of the first in the area of social entrepreneurship. The publication also marks the third Special Issue involving Ivey's Entrepreneurship group, with the previous forays including "Toward a theory of entrepreneurial cognition: Rethinking the people side of entrepreneurship research," *Entrepreneurship Theory & Practice Journal* (2002) and "The central question in entrepreneurial cognition research," *Entrepreneurship Theory and Practice* (2007).

The Journal of Business Venturing is a highly regarded publication and part of the Financial Times' 50 top academic journals.

The Special Issue was preceded by a symposium, called the "Journal of Business Venturing Special Issue Developmental Symposium on "Enterprise Before and Beyond Benefit: A Transdisciplinary Research Agenda for Prosocial Organizing," which brought together over 20 of the leading academics in the field, representing institutions such as the University of Cambridge, University of Pennsylvania and the Technical University of Munich. The symposium was held on April 6-8, 2017 in London, ON.

READ MORE: go.ivey.ca/prosocial

JOURNAL PUBLICATIONS

	MOROZ, P. W.; BRANZEI, O.; PARKER, S. C.; GAMBLE, E., 2018. "Imprinting with purpose: new pro-social opportunities and B Corp certification", Journal of Business Venturing, March, 33(2): 117 - 129.
	HOOGENDOORN, S.; PARKER, S. C.; VAN PRAAG, M., 2017. "Smart or diverse start-up teams? Evidence from a field experiment", Organization Science, November, 28(6): 1010 - 1028.
	BRANZEI, O.; GAMBLE, E.; MOROZ, P. W.; PARKER, S. C., 2018. "Prosociality in Entrepreneurship: A Research Agenda. Special Issue Introduction", Journal of Business Venturing, December, forthcoming.
	HSIAO, C., PARKER, S.C., VAN PRAAG, M., 2017. "Risk, Balanced Skills and Entrepreneurship", Small Business Economics, Forthcoming.
	BRANZEI, O., FROOMAN, J., MCKNIGHT, B., ZIETSMA, C., 2017. "What Good Does Doing Good Do? The Effect of Bond Rating Analysts' Corporate Bias on Investor Reactions to Changes in Social Responsibility", Journal of Business Ethics, Forthcoming.
	KUMAR, M. AND D.B. MEISTER (2018) Customer Interactions in the Entrepreneurial Process: A Literature Review, Administrative Sciences Association of Canada Conference, Toronto, ON

PHD STUDENTS EXCELLENCE IN RESEARCH

The Centre supported six students seeking to complete their PhD in the field of Entrepreneurship. Throughout the year, they have delivered presentations at major conferences such as the 2018 Babson College Entrepreneurship Research Conference and co-authored entries in top research journals.

Our doctoral students also swept the top three prizes at:

[HTTPS://TWITTER.COM/HASHTAG/LAZARIDISRESEARCHDAY?SRC=HASH](https://twitter.com/hashtag/LazaridisResearchDay?src=hash) LAZARIDIS ENTREPRENEURSHIP RESEARCH DAY POSTER COMPETITION ON JUNE 19, 2018.

CONFERENCE PRESENTATIONS

	ISRAELSEN, T. L., MITCHELL, J. R., & LIM, D.S.K. "Justifying New Value Creation: Myth, Imagination, and Historical Tropes," Academy of Management Review Paper Development Workshop, Berkeley, CA, February 2018; Accepted for presentation at the Academy of Management Annual Meeting, Chicago, IL, August 2018	PARKER, S. C. "Sustainability, Ethics & Entrepreneurship (SEE) Conference, Madrid, Spain, June 2018	MEISTER, D.B. (2017) Entrepreneurial Firms and Information Systems Capabilities, Americas Conference on Information Systems, Boston, MA

ENTREPRENEURSHIP CASES

Chen, D., Dai, F., and Lim, D.S.K. "Self-Motivation of Entrepreneur Lu Chengdui" (9B17C047), Ivey Publishing, 2017

Lim, D.S.K., and Mark, K. "Twenty One Toys: Sparking Growth" (9B17M188), Ivey Publishing, 2017

Parker, S. C., and Mark, K. "Sofame Technologies Inc.: Reorganizing For Growth" (9B17M156), Ivey Publishing, 2017

Parker, S. C., and Mark, K., "Free Geek Toronto: Shaping a Social Enterprise" (9B17M124), Ivey Publishing, 2017

Plummer, L. A., and Parker, S. C., "Sunshine Fresh: Choosing A Business Location" (9B17M073), Ivey Publishing, 2017

TEACHING



SCHOLARSHIPS

Each year, Ivey's generous donors help students to access the Morrissette Institute's offerings through annual scholarships. Here are the recent recipients for 2017:

2017-2018 HBA Scholarships	Donated by	Recipient
Diane Biscof Memorial HBA Scholarship		Emily Newton, HBA '19 Candidate
J. Armand Bombardier Entrepreneurship Award	J. Armand Bombardier	Brady Johnson, HBA '18 Candidate Geoffrey Kung, HBA '18 Candidate
John R. Currie HBA Award in Entrepreneurship	John R. Currie, HBA '60	Megan MacKay, HBA '19 Candidate Elaine Cook, HBA '19 Candidate
Don Lang HBA Scholarship in Entrepreneurship	Donald Lang HBA '80,	George Yuan, HBA '18 Candidate Austin Baggio, HBA '19 Candidate
Gudewill Entrepreneurial Award	The Gudewill Family	Devon Bingham, HBA '19 Candidate Cathy Chen, HBA '18 Candidate
Jackson Family HBA Entrepreneurship Award	the Donald K. Jackson Family Foundation	Braden Ream-Neal, HBA '19 Candidate Aaron Li, HBA '19 Candidate
Pierre L. Morrissette HBA Award in Entrepreneurship	Pierre Morrissette, MBA '72	Andrew Schneider, HBA '18 Candidate
QuantumShift Fellow HBA Entrepreneurship Award	QuantumShift Fellows	Patrick Ou, HBA '19 Candidate
Tevya Rosenberg Award in Entrepreneurship	Tevya Rosenberg, HBA '73	Caroline Wei, HBA '18 Candidate
Paul Sabourin HBA Scholarship in Entrepreneurship		Cooper Jefferson, HBA '18 Candidate
Enactus Canada Award in Entrepreneurship		Alyssa Laframboise, HBA '19 Candidate
Kenneth R. Good Family Scholarship		Lisha Fei, HBA '18 Candidate

2017-2018 MBA Scholarships	Donated by	Recipient
Nelson M. Davis Scholarship	Nelson M. Davis Trust Fund	Matt Boswick MBA '18 Candidate Mike Patterson, MBA '18 Candidate Ethan Wright, MBA '18 Candidate
Schulich Award for Entrepreneurship	Seymour Schulich	David Clementi, MBA '18 Candidate

DEREK MACNEIL, MBA '05 – NOT YOUR TYPICAL KEYBOARD WARRIOR



"We've all read stories of people making tons of easy money through startups but those situations are like lottery tickets: one in a million. The overwhelming majority of businesses that start will inevitably fail, and a majority of those that succeed go through a long grind before seeing success. During that grind, you will likely have to deal with personal challenges and stresses that you wouldn't experience in an employment job. So set your expectations that it isn't likely to be a quick and easy path." *Derek MacNeil, MBA '05*

Why would someone leave a promising career with Canada's top video game studio to bootstrap an independent gaming startup? We asked Derek MacNeil, MBA '05, who did just that in 2010 with the launch of SkyBox Labs.

Following his graduation from the Ivey Business School's MBA Program in 2005, Derek MacNeil returned to British Columbia, where he found work with the prestigious gaming company Electronic Arts (EA). It was during his tenure at EA that MacNeil met Steven Silvester and Shyang Kong.

In 2010, the three of them decided to bootstrap their own independent gaming studio, SkyBox Labs, bringing together

a complementary set of skills across the disciplines of tech, creative, finance and operations.

Today, the company has over a 100 employees, with the all the skills and disciplines required to build video games, from engineering, art, 2D and 3D animation to testing and production. They have found success working on classic games, such as Age of Empires, modern shooters like Halo, and industry game-changers like Minecraft.

READ THE FULL STORY AT: go.ivey.ca/dmacneil

IVEY STUDENTS SHOWCASE NEW VENTURE PROJECTS

More than 200 students presented their final assignment on November 24, 2017 to a host of experienced Entrepreneurs-in-Residence as part of the New Venture Project. The program is the entrepreneurship section of the Ivey Field Project, where students develop an idea or venture to tackle an existing market need. The 16 MBA and 27 HBA teams included a variety of ideas from caffeinated chewing gum and single-served superfood blends, to a software solutions to help parents monitor, educate and control their children's early internet activity.

FOR MORE INFORMATION ON THE PROGRAM AND HOW TO GET INVOLVED, VISIT: go.ivey.ca/nvp

DELOITTE ENTREPRENEURSHIP BOOTCAMP

The Institute ran three entrepreneurship bootcamps with serial entrepreneur, Ash Singh, HBA '04 through October, February and June with more than a 100 participants. The intense 48-hour program allows students to go through a step-by-step process to convert a raw idea into a viable business venture. Each edition is co-sponsored by Deloitte Private and the Institute.



A BOON FOR BOOMERS



For many years, we have been warned about the future challenges related to Canada's aging population. The baby boomer generation has played a major role in elevating the Canadian economy to what it is today. However, as many of them prepare for retirement, analysts expect greater pressure on the younger working classes to sustain the social programs and fill the gap left by such an important generation.

These challenges require the type of innovative thinking entrepreneurs excel at and where problems abound, so will solutions.

Aris Economopoulos, HBA '11, sees the problem from both angles. He is the Vice President of Corporate Development and Strategy at Boomerswork.com, an online platform that connects

baby boomers and retirees possessing leadership skills and corporate experience with employers seeking qualified talent on short-term work contracts.

Co-founded by Halifax-based serial entrepreneur Rick Emberley in 2013, Economopoulos is leading the company's rebranded expansion into the Ontario market as BoomersPlus.com. His team estimates that over 10 per cent of Ontario's 4.5 million boomers have the type of corporate experience that fit their platform. Companies all over the world are looking for experienced talent with vetted leadership and soft skills, and there are many retiring boomers who are attracted to the idea of flexible, short-term contracts.

READ THE FULL STORY AT: go.ivey.ca/boomersplus

A LEGACY O

RESEARCH

17,000 citations, three special issues, faculty members are editors in the top journals in the field, host of Babson College Entrepreneurship Research Conference (BCERC).

What does this mean?

We are recognized and our research is well read by others in the field. Furthermore, we are making significant contributions to thought leadership in the various strands of entrepreneurship research.

EDUCATION

From one course to offering 17 across Ivey's degree programs and Western University. Approximately 3,000 students have taken part in the Entrepreneurship Stream (New Venture Project), which forms the foundation of our entrepreneurship education.

What do we cover?

We teach courses from start-up to succession, including New Venture Creation, Entrepreneurial Finance and Managing High Growth. This last year, over 80 per cent of HBA2 and MBA students took a course in entrepreneurship.



OF SUCCESS

EXTRA-CURRICULARS

Business Plan Competitions, Entrepreneurship Bootcamps, Internship Programs, Seminars, 3x5 Dinners, and Business Accelerator.

Why are these important?

While a large part of Entrepreneurship is learned in the trenches, we want to provide students with pitching, networking and learning experiences at university to provide the tools and contacts to launch successful careers as entrepreneurs.

EXECUTIVE EDUCATION

QuantumShift™, FamilyShift™ and the Business Development Bank of Canada's Growth Driver Program

How can we help Canada's top entrepreneurs?

With our expertise in high growth, we have hosted more than 600 of Canada's top high-growth entrepreneurs during the 15 years of QuantumShift™. Our experience and expertise in the area has also provided us the opportunity to teach high-growth entrepreneurs through the BDC's Growth Driver Program. Our QuantumShift™ has been replicated in the United States by the University of Michigan and also created offshoots such as FamilyShift™ for family members taking a leadership/management role in their family business.



OUTREACH

NATIONAL FAMILY BUSINESS DAY CELEBRATION WITH LINDA HASENFRATZ



NATIONAL FAMILY BUSINESS DAY Fireside chat led by Linda Hasenfratz and David Simpson

Ivey's Business Families Centre, together with the Family Enterprise Exchange SW, hosted the 14th National Family Business Day Celebration at London's DoubleTree Hotel.

The celebration was led by a fireside chat with Linda Hasenfratz, EMBA '97, CEO of global auto parts giant Linamar Corp. Linamar was founded in the mid-60s by her father, Ferenc Hasenfratz who left Hungary during the post-revolution turmoil under the Soviet Union. Arriving in Canada with nothing but his abilities as a skilled machinist, Hasenfratz started a one-man machine shop that has evolved into a billion dollar global company.

Since becoming the CEO in 2002, Linda Hasenfratz' tenure as a leader has been marked by Linamar's sales growth from \$800 million to \$6 billion in 2016. She has also led the diversification of the company's portfolio, investing heavily in agricultural harvesting.

The annual event also included the announcement of the best family enterprise in the region, which was awarded to Reith & Associates from St. Thomas, Ontario. Reith & Associates is an independent insurance and financial services brokerage that is currently operated by fourth generation owners Dan and Darren Reith. In 2014, the company celebrated its 100th anniversary.

IVEY BUSINESS PLAN COMPETITIONS

IVEY MBAS WIN THE 20TH IBK CAPITAL – IVEY BUSINESS PLAN COMPETITION

Team Hello Prosper from the Ivey Business School, won the 20th annual IBK Capital – Ivey Business Plan Competition on January 19-20, 2018, securing \$15,000.

Hello Prosper is a mobile application that helps young users build soft skills required to land their dream jobs. The team consisted of Krystyn Harrison, HBA '12, MBA '15, Beckie Thain-Blonk, MBA '18 Candidate and Sam Williams.



TEAM Hello Prosper with Michael White, MBA '00 from IBK Capital Corp.

Team Lapovations from the University of Arkansas won second place and \$4,000. Lapovations, LLC is a medical device company focused on creating a platform for innovative products that improve laparoscopic surgery. Their first product, the AbGrab®, is an FDA Class I (510(k) exempt), patent-pending, single-use medical device. Team Lapovations was represented by Jared Greer, Michael Dunavant, Flavia Araujo, and Ben McGuire.

Team WeavAir from the University of Toronto won third place and \$1,000. Led by Natalia Mykhaylova, WeavAir aims to reduce energy consumption of HVAC systems through networked sensor add-ons, improving health, and productivity.



JOINT WINNERS RollUP Solutions and Impedix with Mark Segal of Spin Master Ltd

IVEY TEAMS SHARE FIRST PLACE AT SPIN MASTER IVEY HBA BUSINESS PLAN COMPETITION

Team Impedix and RollUP Solutions Inc., from the Ivey Business School shared the first-place prize at the second annual Spin Master – Ivey HBA Business Plan Competition on January 19-20, 2018. With the judges unable to separate the strong contestants, both teams were awarded \$9,500.

Team Impedix, led by Colin Russell, Josh Redding, Elaine Cook, Austin Haber, Natasha Jain, and Brady Johnson, was developed during the New Venture Project. The venture is a medical device company that will license a medical imaging technology from Western University, and sell it to healthcare providers in the developed world with the objective of improving breast cancer screening.

Team RollUP Solutions is a social enterprise that hires individuals with employment barriers to collect and refurbish gently used mobility devices, which are then sold to those in need at a 75 per cent discount. The venture is led by '18-19 HBA Candidates, Megan MacKay, Nicole Plant, Grant McNaughton, Leanne McKinnon, Andre Margo, and Emily Stauffer. RollUP Solutions also won a \$1,000 for the Social Impact Prize.

Third place was secured by ProjectKIP, which involves a software application named "Internet Buddy," which enables parents to monitor, educate and control their child's early internet activity. ProjectKIP was represented by Sean Bradley and Trevor Cook.

QUANTUMSHIFT™: CELEBRATING 15 YEARS



QuantumShift™ celebrated its 15th anniversary on May 6-11, 2018 with another group of exceptional high-growth entrepreneurs. With the latest edition, the program has worked with more than 600 business leaders who employ over 185,000 people across Canada and around the world.

Each year, QuantumShift™ challenges 40 of Canada's most promising entrepreneurs to improve their leadership style, inspire their business partners and maximize their growth opportunities. Candidates are nominated through KPMG Enterprise and participants are selected by the Ivey Business School's Pierre L. Morrisette Institute for Entrepreneurship.

READ MORE ABOUT THE PROGRAM AND ITS GROWTH OVER THE PAST 15 YEARS HERE:
iveybusinessjournal.com/shifting-entrepreneurial-gears/



READ MORE ABOUT THE QUANTUMSHIFT EXPERIENCE FROM ITS ALUMS:
www.quantumshift.ca/quantumshift-alumni/profiles/

INTRODUCING THE INAUGURAL FAMILYSHIFT™ PROGRAM

In partnership with Ivey's Business Families Centre and KPMG Enterprise, FamilyShift™ is a week-long program built for family members taking a leadership or management role in their family business. Participants are taken through a deliberate series of Ivey case studies, break out groups, interactions with guest speakers and experts, and coaching sessions, all designed to address the unique challenges faced by principals of family businesses.

FIND OUT MORE: www.ivey.uwo.ca/executive/our-programs/familyshift/



HULT PRIZE @ WESTERN: HARNESSING THE POWER OF ENERGY TO TRANSFORM THE LIVES OF MILLIONS



We hosted the 2017 Hult Prize @ Western Competition on December 2, 2017, which is part of the world's largest social enterprise competition, the Hult Prize. Founded by former president Bill Clinton, the competition called on students to harness the power of energy to transform the lives of 10 million people. The local winners, CompGas, consisted of Western students Rishikesan Chandrakumar, Andrew Gan, Jason Liu, and Yixin Jiang.

HULT PRIZE Students and judges at the 2017 Hult Prize @ Western Competition

BDC GROWTH DRIVER PROGRAM

With our expertise in helping high growth entrepreneurs, Ivey was selected as the official educational partner for the Business Development Bank of Canada's Growth Driver Program. The first edition of the program kicked off in the summer/fall of 2017, where CEOs of high-impact Canadian firms from 7 provinces coast to coast participated in a series of Leadership Retreats.

FIND OUT MORE ABOUT THE PROGRAM: www.bdc.ca/en/consulting/pages/growth-driver-program.aspx



10-YEAR ANNIVERSARY MEDIA MENTIONS



CANNABIS-BOOM

Inspired by the cannabis legalization that has swept parts of the U.S. and soon Canada, Pranav Sood, HBA '11, founded Trellis, a cannabis inventory management firm. Trellis develops software to help cannabis companies to comply with regulatory requirements, including seed-to-sale tracking.

READ IT HERE: www.ivey.uwo.ca/news/in-the-media/2018/1/cashing-in-on-the-cannabis-boom/



CRAFT BEER BUBBLE ABOUT TO BURST

Ivey professors Larry Plummer and Andreas Schotter have been studying the Canadian craft brewing phenomenon, including writing a teaching case focusing on the experience of the Forked River Brewing Company in London, Ontario. According to Plummer, this growth is unsustainable.

READ IT HERE: www.ivey.uwo.ca/news/in-the-media/2017/12/peak-beer-is-the-craft-beer-bubble-about-to-burst/



LENDING LOOP

When Brandon Vlaar and Cato Pastoll, both HBA '14, founded Lending Loop two years ago, they knew there would be some controversy. Lending Loop connects small businesses with individual investors online. At the time, there weren't any rules for peer-to-peer lending in Canada. Lending Loop was the first of its kind.

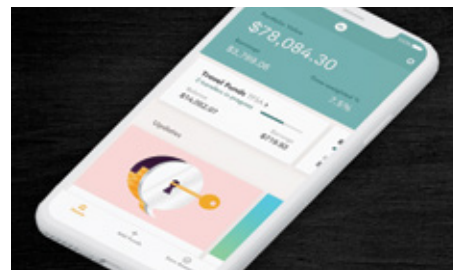
READ IT HERE: www.ivey.uwo.ca/news/in-the-media/2017/10/how-ivey-startup-lending-loop-went-from-classroom-to-real-world/



EMBRACING NEURODIVERSITY

Andreas Souvaliotis used to think his obsession with numbers was a handicap, but it became the ticket to his career success. In an article in the Financial Post and the Ivey Business Journal, Souvaliotis writes about embracing neurodiversity in the corporate world.

READ IT HERE: www.ivey.uwo.ca/news/in-the-media/2017/9/embracing-neurodiversity-can-give-companies-a-competitive-edge/



INDUSTRY MOVER

Michael Katchen, CEO and founder of Wealthsimple, has been called an industry mover by the Financial Post, a change agent by Canadian Business Magazine and one of Toronto's 50 most influential people by Toronto Life. He is the winner of a 2016 EY Entrepreneur Of The Year award.

READ IT HERE: www.forbes.com/sites/omribarzilay/2017/05/11/at-28-years-old-michael-katchen-raises-another-37m-in-new-series-b-funding/#2bf0a745c286



ATHLETES TO ENTREPRENEURS

With hectic daily schedules, Amar Gupta and Josh Barr, MBA '17s, often relied on grab-and-go protein drinks for nourishment, but the market didn't have what Gupta and Barr were looking for – a caffeinated protein drink that tasted good, but was still healthy and affordable. So they decided to make it themselves.

READ IT HERE: www.ivey.uwo.ca/news/news-ivey/2018/2/athletes-to-entrepreneurs-amar-gupta-and-josh-barr-mba-17/

OUR ADVISORY COUNCIL

The Advisory Council helps take the vision and aims of the *Pierre L. Morrisette Institute for Entrepreneurship* to the next level. It acts as a powerful and visible body of leadership, influence and support within the constituencies the Institute serves.

CHAIR

DAVID WRIGHT, HBA '83	President, Agora Consulting Partners Inc.
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MEMBERS

IAN AITKEN, HBA '87	Managing Partner, Pembroke Management Ltd.
BRUCE BARKER	Partner, Bennett Jones LLP
ANDREW BARNICKE, HBA '83	Vice Chairman, Canadian Capital Markets at Colliers International
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STEPHEN GUNN, MBA '81	Chairman & CEO, Sleep Country Canada
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PAUL SABOURIN MBA '80	Chairman & CIO, Polar Securities Inc.
STEPHEN SUSKE MBA '77	President & CEO, Suske Capital Inc.
MICHAEL WHITE MBA '00	President, IBK Capital Corp
PAUL WOOLFORD, QS '10	Partner, KPMG Enterprise



— CELEBRATING —

A DECADE

OF LEADERSHIP IN
ENTREPRENEURSHIP

WITH PIERRE L.
MORRISSETTE

EST. 2006





CONTACT US

**If you are interested in
engaging with the Pierre
L. Morrissette Institute for
Entrepreneurship, please
contact us at iveyentre@ivey.ca**

Pierre L. Morrissette Institute for Entrepreneurship

www.ivey.uwo.ca/entrepreneurship

Ivey Business School

Western University
1255 Western Road
London, ON, Canada N6G 0N1
519-661-3968



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