



IVEY
Business School

WESTERN UNIVERSITY • CANADA

Pierre L. Morrissette
Institute for Entrepreneurship

Certificate in Entrepreneurship

This program aims to engage students in the knowledge and practice of entrepreneurship and to create in them the ability to achieve their economic and personal dreams.

REQUIREMENTS:

The academic requirements for the Certificate in Entrepreneurship program include successful completion of HBA1 and the following second year HBA courses:

- 4569 Ivey New Venture Project (Full Course)
- 4558 New Venture Creation (Half Course)
- 4566 Managing High Growth Companies (Half Course)

Minimum of 0.75 credits (equal to one half course plus a quarter course) from the following specialty courses:

- 4441 Entrepreneurial Marketing (Half Course)
- 4439 Entrepreneurial Finance (Half Course)
- 4465 Leading Family Owned Firms (Quarter Course)
- 4553 Social Enterprise (Half Course)

ENGAGEMENT REQUIREMENTS:

In addition to the course requirement, it is recommended that students:

- Become an active member of the Entrepreneurship @ Ivey student run club

Application Deadline – March 2015 - Please contact Tara Grzegorzcyk for more info: tgrzegorzcyk@ivey.ca

HBA Entrepreneurship Scholarships

- Courthill Capital Leadership Award 1 at \$5,000
- Gudewill HBA Award 2 at \$10,000
- John R. Currie Award in Entrepreneurship 1 at \$5,000
- Pierre L. Morrisette HBA Award in Entrepreneurship 1 at \$5,000
- Sabourin Family HBA Scholarship in Entrepreneurship 1 at \$5,000
- Tevya Rosenberg HBA Award in Entrepreneurship 1 at \$5,000

Ivey Field Project: New Venture Project

The New Venture Project (NVP) is an entrepreneurial, team-based field project that takes students through the process of:

- developing and refining an idea for a new venture
- researching and analyzing the opportunity
- writing a detailed and compelling Business Plan
- creating and presenting a "Business Plan Pitch" to an external review panel or potential investors.
- getting the best concepts ready to launch ...for real!

IFP - New Venture Project (NVP) Application/Proposal (Due Monday, April 6 by 11:00am EST),

More information on IFP NVP starting Feb. 25 – March 4th in class

Entrepreneurship Courses

Ivey Field Project: New Venture Project

4422Q/R/S/T - Entrepreneurship: Creativity, Opportunity & Expertise

4432Q/R/S/T - Managing High Growth Companies

4439A/B - Entrepreneurial Finance

4452Q/R/S/T - New Venture Creation

4465Q/R/S/T - Managing the Family-Owned Business

4441A/B - Entrepreneurial Marketing

Entrepreneurship Workshops

- ☐ Pitch Perfect – Honing the Investor Pitch (Angel's, VC's)
- ☐ Super Sales – Practical selling solutions (not marketing)
- ☐ Excel Excellence – Financial modelling for New Ventures
- ☐ On-line and Social Media Marketing – Channel options for new business
- ☐ Governance – Partner selection, Advisory boards, Incorporation
- ☐ Essential Services Trade Show – Legal, Accounting, Web, HR, Market showcase
- ☐ Networking Essentials – Core skill for Entrepreneurs
- ☐ Special Ops – Supply chains management, Outsourcing
- ☐ Between the Ears – The Entrepreneurial Mindset
- ☐ Biz Plan Boot Camp – Refining the Business Plan

More information

Pierre L. Morrisette Institute for Entrepreneurship

Located on 2nd Floor, Room 2315

<http://www.ivey.uwo.ca/entrepreneurship>



Twitter: @IveyMIFE

Facebook: <https://www.facebook.com/IveyEntrepreneur>

Opportunities for Young Entrepreneurs



Ivey Entrepreneurship Club

Organizations

- Summer Company Program & Starter Company
- Futurpreneur
- Propel
- Codeful
- Western Founders Network
- Next 36
- Venture for Canada



Summer Company Program

- one-on-one guidance with a mentor
 - up to \$1,500 up front to help with start-up costs
 - up to \$1,500 when you successfully complete the program requirements
-
- Commit 35hrs a week for 12 weeks
 - Not already running a business
 - Returning to school

Starter Company

- one-on-one guidance, with a Small Business Enterprise Centre advisor and local entrepreneur
 - funding of up to \$5,000
-
- Not Attending full-time school
 - Put up 25% of grant in cash or in kind

Financing for Young Entrepreneurs

Flexible start-up financing

- Up to \$15,000 (plus up to \$30,000 through BDC)
- Futurpreneur lends on ***character***, not collateral (credit check)
- Low interest rates
 - Prime + 3% over five years
- No principle payments for the first year (interest-only)
- No penalty for paying loan off early
- Flexible use of the funds

Expansion Financing

- Existing Futurpreneur entrepreneurs can receive an additional \$10,000

Start-Up Program Eligibility



ENTREPRENEUR

Criteria	Description
Age	18-39
Status	Canadian Citizen / Permanent Resident
Students	Must be in graduating year
Credit Bureau	• Payments in good standing • Haven't declared bankruptcy in the past 5 years

BUSINESS

Criteria	Description
Age	Less than 12 months
Phase	Start-up
Partnerships	Majority partner must be between 18-39 and own 51% of shares
Sectors	All sectors except: R&D, sex and/or drug related, religious purpose, insurance brokers

Propel

Entrepreneurship | Western University

Resources Available

- Space
- Mentorship
- Education/Training/Workshops
- Events/Pitch Competitions
- Funding
- Connections to broader community
- Summer Incubator

Learning More

- If you have an idea or an existing company...
- If you are interested in continuing the conversation...
- If you want to interact with other entrepreneurs...

entrepreneurship@uwo.ca

Western Student Services (WSS) 2130



codeful

London's Premier Web Development
Bootcamp



front-end web development



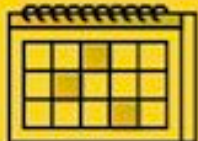
SPACES
LIMITED



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february 8 - april 19
sunday afternoons

codeful.ca



QUESTIONS?

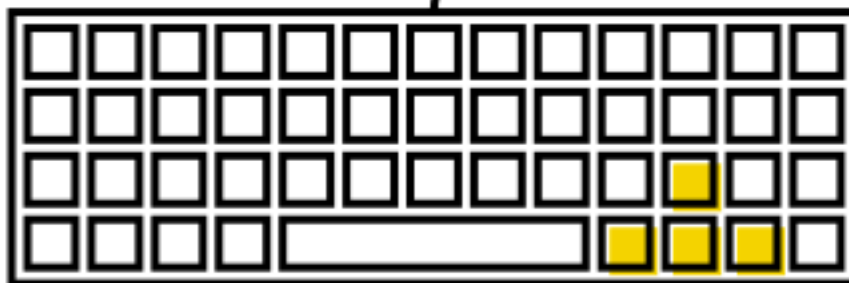
FEEL FREE TO CONTACT US!

Annie Zhang

Email: anniezhang9495@gmail.com

Phone: (226) 980-5196

Visit our website for more information: <http://codeful.ca/>

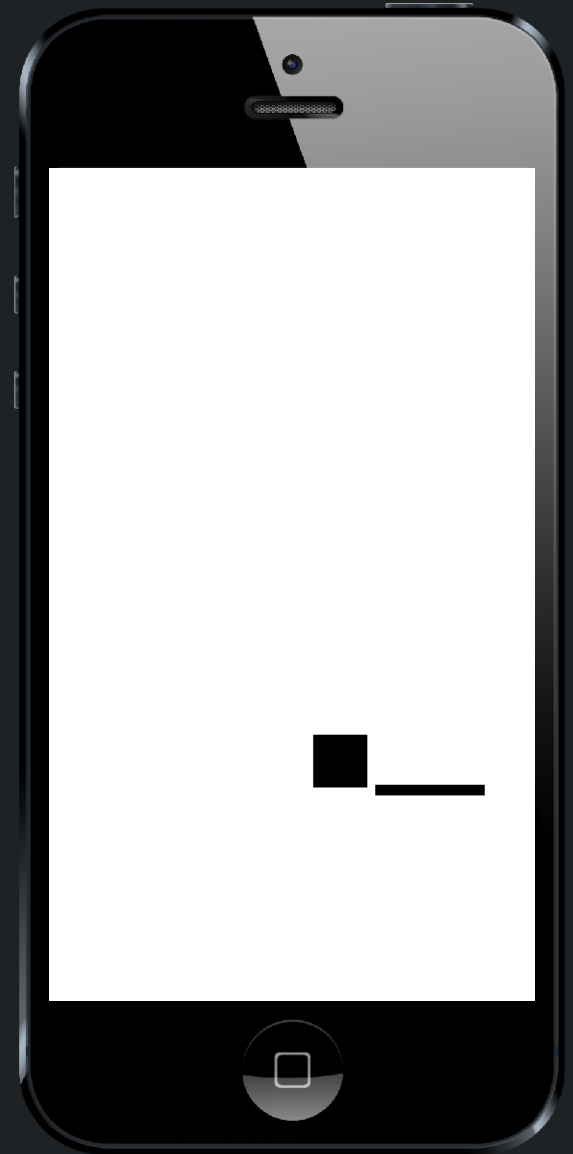


W E S T E R N
FOUNDERS
NETWORK

WINTER 2014 EDUCATIONALS

- iOS Development
- Android Apps
- Game Development

Sign Up at: Foundersnetwork.ca



GAME DEV WORKSHOP

W E S T E R N
FOUNDERS
NETWORK



Microsoft

CASE COMPETITION

Technology Consulting Case Competition

MARCH 2014 AT WESTERN UNIVERSITY



Are You One of The Next 36?





Why The Next 36?

- Up to \$65K in capital
- Mentorship from Top Entrepreneurs & Business Leaders
 - World-Class Faculty
- An Extensive Peer and Alumni Network
- Incredible Partners and Resources



Who Are We Looking For?

36



Community Leaders

Competed at the highest level in sport, music and dance

Represented their country on a global stage

Recipient of: Top 20 Under 20, TD Scholarship, Duke of Edinburgh, etc...

Aspiring Entrepreneurs

Founded businesses, launched/built websites, apps or blogs

Participated in Shad Valley, CYBF, College Pro, Summer Company, Hackathons, etc...

Held internships with Google, Facebook, LinkedIn or smaller start-ups



Who Are We Looking For?

36



Academic Achievers

Received academic awards and scholarships

Won business plan competitions, science fairs

Published Research

Strong grades/GPA

Social Champions

Started campus clubs and created community events

Excelled as social entrepreneurs



Applications Open July for 2016 Cohort

36

info@thenext36.ca | Jon@thenext36.ca

www.apply.thenext36.ca

 [@next36](https://twitter.com/next36)
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Venture for Canada



Venture for Canada recruits the best and brightest university grads to work for two years at growth stage companies in innovative fields. Fellows include a former Apple engineer, two Next 36 alum, and a Top 20 Under 20 recipient. Fewer than 5% of applications are accepted.

Fellows paid by the host company.

Venture for Canada provides a path for entrepreneurship to grads who want to learn how to build companies and create jobs.

Venture for Canada's goal is to contribute to the creation of 25,000 Canadian jobs by 2030.

Fellows receive 5 weeks of formal training, held each summer, from many seasoned entrepreneurs and investors.

Seed investments in top performing Fellows after 2 years.



Startup Partners

There are over 65



Contact us for more information



- Contact: Scott Stirrett (scott@ventureforcanada.ca)
- Visit: www.VentureForCanada.ca
- Follow Us: @VentureForCanada

For more resources please
visit:

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[http://iveyiec.weebly.com/resources-
for-entrepreneurs.html](http://iveyiec.weebly.com/resources-for-entrepreneurs.html)