

IVEY PIERRE L. MORRISSETTE INSTITUTE FOR ENTREPRENEURSHIP



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EXECUTIVE DIRECTOR'S MESSAGE



ERIC A. MORSE | Professor and Executive Director | Pierre L. Morrisette Institute for Entrepreneurship | Ron and Nancy Clark Chair in Entrepreneurship | Special Advisor to the President and Director of Entrepreneurship at Western University

In many ways, this past academic year was an exciting edition that saw the Morrisette Institute expand into new areas, while continuing to strengthen the initiatives that form our foundation. However, it was also a tough year, where we said goodbye to two great friends in David Wright, HBA '81, and Paul Woolford.

David and Paul were tremendously good people and it's hard to put into words the contributions they made to strengthening our programs for students and entrepreneurs across Canada. They will be greatly missed by the entrepreneurship community for the wonderful people that they were.

As we look forward to the coming year, one of the topics that will feature prominently is the impact of the increasing disruption and uncertainty happening around the world, whether political, technological, or environmental. In fact, one of our major initiatives over the past year has been a disruption project that looked at what these changes meant for business leaders and educational institutions preparing the next generation of leaders.

We're excited to be releasing a white paper soon that will encapsulate much of what we learned from this initiative.

One of the project's most interesting observations is how uncertainty is causing organizations to focus on the short term. Many of the leaders we talked to were on edge due to developments like the latest tech breakthrough or the political tweets of the day; that tension leads some companies to hunker down and focus on just getting through the storm.

I think that approach is a mistake. There is opportunity out there right now, and one of the alternate strategies we've seen is the forming of partnerships and greater alliances. This strategy has been one of our main focuses at the Morrisette Institute. It has allowed us to grow our reach and learn new, innovative ways to do what we do. Whether it's our long-term relationships with KPMG Enterprise, TechAlliance, the Business Development Bank of Canada (BDC), and the Toronto Dominion Bank, or our recent relationships with StarTech.com, Libro, Western's Bone and Joint Institute, and Western University in general, we see these alliances and partnerships helping us move forward for the future.

In this sense, I believe we are in growth mode. Never before has the world needed entrepreneurship and entrepreneurship education as much as it does today. With the likelihood that future generations will be pivoting often, or moving careers on a regular basis, the resilience and opportunity seeking that entrepreneurship teaches will be critical.

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Even more, I'm convinced that the world's greatest problems will be solved by entrepreneurs and entrepreneurial thinking. We see this already among our students, through our New Venture Project, accelerator program, and business plan competitions. Recently, we partnered with Western University for the World's Challenge Challenge, a social enterprise competition that brings together students from around the world to solve these pressing issues.

The Morrissette Institute will lead entrepreneurship at Western through the Ivey Business School, but also in partnership with many other faculties on campus; this will bring a wealth of opportunities for all students and faculty to collaborate and learn from each other.

For this increased access to opportunity, I want to thank Amit Chakma, who concluded his decade-long presidency at Western University. His support and enthusiasm for entrepreneurship were integral to expanding our mission across campus. Having spent some time with newly appointed President Alan Shepard, I am delighted to say that he is as excited as we are to fully discover the potential of entrepreneurship at Western.

Speaking of transitions, I also want to thank our former acting dean, Mark Vandenbosch, HBA '84, for his leadership and steady hand in guiding Ivey during the past two years. The Ivey Entrepreneurship family would like to welcome Dean Sharon Hodgson. She has been keen to learn of our journey and accomplishments to date, and eager to help us expand our reach and influence across Canada and the world.

We will be doing more experimentation this year in terms of how we deliver content. We are looking forward to new initiatives like our podcast series, which will be expanding to cover a wider range of topics, and entrepreneurs. We're also hoping to bring more expertise to the community online as we partner with Ivey's latest enterprises.

As we seek to grow our footprint, we hope to deliver more and better programming to our students, alumni, and the entrepreneurship community across Canada.

The coming year promises to be filled with new opportunities, and as Pierre Morrissette, MBA '72, might say, *we're just getting started.*

DIRECTOR'S MESSAGE



DAVID SIMPSON, MBA '88 | Director | Business Families Centre
Pierre L. Morrissette Institute for Entrepreneurship

We have an exciting year planned for the Business Families Centre, as we prepare to host the Family Business Centre Directors Alliance Meeting next June for a three-day conference.

The Centre Directors come from all across the United States (except for our partner at the University of Alberta), and they were extremely excited about coming to Toronto next year. We aim to put on a great learning/sharing experience that will enhance our Ivey brand and celebrate Canadian culture.

Further, we are eagerly preparing for September's third edition of our flagship program, *FamilyShift™*, a week-long course for future leaders of family enterprise. We have representation from across Canada, thanks in large part to the efforts of our partners at KPMG Enterprise. Ivey faculty Ann Frost and Darren Meister will join me as instructors on this program, which will also include numerous guest speakers from Canada's leading family-owned enterprises.

RESEARCH

IVEY RESEARCHERS PROVIDE A GLIMPSE INTO A DISRUPTIVE FUTURE



Future of Business Education panel discussion with Gerard Seijts, Tima Bansal and Eric Morse moderated by Amanda Lang of *BNN Bloomberg*.

Over the past year, Ivey professors Tima Bansal, Eric Morse, Gerard Seijts, and Mark Vandebosch have conducted intensive interviews with global leaders to gauge the impact of disruption on the public, private, and not-for-profit sectors.

They shared their findings on the implications for organizations and business schools in this new environment before an alumni audience at the Future of Business Education Evening at the Shangri-La Hotel in Toronto on November 8, 2018.

The evening featured keynote speaker Charles Brindamour, CEO of **Intact Financial Corporation**, followed by a panel discussion with Bansal, Morse, and Seijts, moderated by Amanda Lang of *BNN Bloomberg*.

READ MORE ABOUT THE DISCUSSION AT:
go.ivey.ca/futureofbusiness

TO LEARN MORE ABOUT THE INITIATIVE, VISIT:
go.ivey.ca/disruption

JOURNAL PUBLICATIONS

IVEY ENTREPRENEURSHIP HISTORY

	ISRAELSEN, T. L.; MITCHELL, J. R.; LIM, D. S. K., 2018 , "The Cognitive-Symbolic Role of History in Imagining and Rationalizing Entrepreneurial Opportunities", <i>Academy of Management Annual Meeting Proceedings</i> , August.
	PARKER, S. C.; GAMBLE, E.; MOROZ, P. W.; BRANZEI, O., 2019 , "The Impact of B Lab Certification on Firm Growth", <i>Academy of Management Discoveries</i> , December, forthcoming.
	PARKER, S. C.; GAMBLE, E.; MOROZ, P.; BRANZEI, O., 2019 , "Certified B Corporations and the Growth Penalty", <i>Academy of Management Discoveries</i> , December, forthcoming.
	BRANZEI, O.; PARKER, S. C.; MOROZ, P. W.; GAMBLE, E., 2018 , "Going Pro-Social: Extending the Individual-Venture Nexus to the Collective Level", <i>Journal of Business Venturing</i> , September, 33(5): 551 - 565.
	POLDNER, K.; BRANZEI, O.; STEYAERT, C., 2019 , "Fashioning Ethical Subjectivity: The Embodied Ethics of Entrepreneurial Self-Formation", <i>Organization</i> , December, forthcoming.
	GOSWAMI, K.; MITCHELL, J. R.; BHAGAVATULA, S., "Accelerator Expertise: Understanding the Intermediary Role of Accelerators in the Development of the Bangalore Entrepreneurial Ecosystem", <i>Strategic Entrepreneurship Journal</i> , 12 (1): 117 - 150.

676	graduates from <i>QuantumShift™</i>
70	graduates from <i>FamilyShift™</i>
OVER 100	graduates from the BDC's Growth Driver Program
400	local entrepreneurs have graduated from the Entrepreneur 1.0 program
371	HBA students have completed the Certificate in Entrepreneurship since 2005
260	MBA students have completed the Certificate in Entrepreneurship since 2005
MORE THAN 2,500	MBA and HBA students have completed the New Venture Project since its inception in 2005
344	students and alumni have participated in the Ivey Entrepreneurship Bootcamp since 2015
MORE THAN 22,000	times Ivey entrepreneurship research has been cited since 1998
ROUGHLY 3,870	cases hosted by Ivey Publishing in the field of Entrepreneurship

ENTREPRENEURSHIP CASES

Zashita Ltd.: Identifying Opportunity in Safety

Dominic Lim, Blaine Morry

Freshii Inc.: Scaling Up Culture

Dominic Lim, Ramasastry Chandrasekhar

Maha Research Labs: Sales Force Expansion

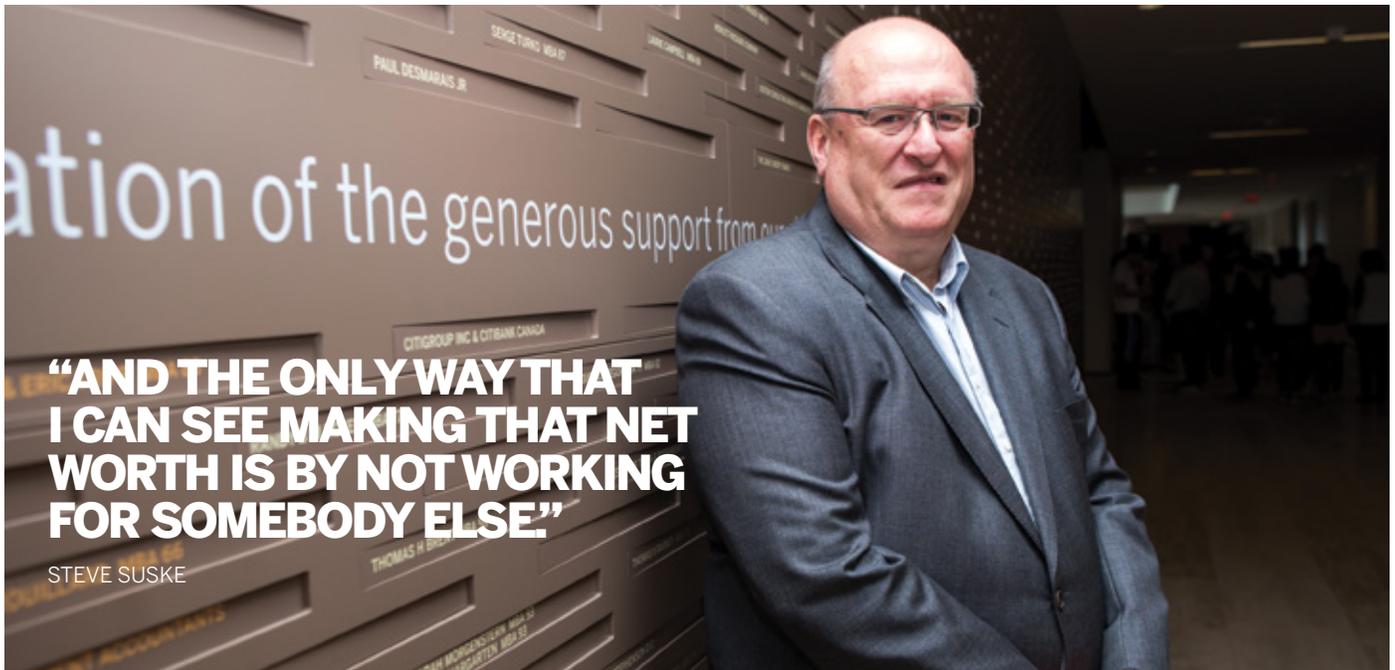
Sandeep Puri, Darren Meister, Archishman Latyan, Shreeya Dash

Using Effectuation to Start up a New Venture Through Instagram

Simon Parker

TEACHING

STEVE SUSKE, MBA '77 MAKING AN INDUSTRY HIS OWN



Steve Suske, MBA '77, jokingly admitted that when he got into the Ivey Business School's MBA program in the mid-1970s, he didn't know a debit from a credit. Still, he always felt that he wanted to be a businessman.

"It wasn't until I got to Ivey that I got to learn the basics of business, and the whole idea of strategic thought in terms of business... I really felt that I was in a milieu I was meant for," said Suske.

Since then, Suske has created a legacy of success, particularly in the seniors housing industry, earning himself the moniker Dean of Seniors Housing.

He founded and led Chartwell Retirement Residences, Canada's largest owner and operator of seniors housing, as well as Regal Lifestyle Communities Inc. (later privatized by Revera Inc. and Welltower Inc.). He continues to work in the sector through Suske Capital Inc., and has also made forays into solar farms and renewable natural gas.

Giving back

For years, Suske has continued to give back to Ivey in appreciation of the business foundation, experience, and network he formed during his MBA.

In 2018, Suske provided a gift of \$500,000 to the Ivey New Venture Project and Entrepreneurs-in-Residence program, which is the capstone of Ivey's entrepreneurship education.

Today, he is a frequent fixture of the program, guiding student teams as they build their businesses, as well as judging teams' final presentations. Suske admitted that he can be a little too hard on the students sometimes, but he is always impressed by each new crop of students and their intelligence.

He is eager for students to discover entrepreneurship as a career option – one that is both challenging and rewarding.

Suske noted that while competitive salaries are certainly possible outside entrepreneurship, for him, life is also about creating net worth, "And the only way that I can see making that net worth is by not working for somebody else."

TO READ MORE ABOUT STEVE SUSKE'S JOURNEY, VISIT:
go.ivey.ca/suske77

IVEY DESIGN PROJECT: HBAs LEARN A NEW WAY OF PROBLEM SOLVING

Our Entrepreneurship faculty played an instrumental role in designing the Ivey Design Project for HBA1 students.

The Ivey Design Project is a week-long intensive experience that connects student teams with real entrepreneurs and growth challenges within their organizations.

Students learn the key skills of shifting, adapting, and pivoting creatively to reach a solution, which is presented through a poster session at the end of the program.

More than 600 students and 20 entrepreneurs from the *QuantumShift™* program took part in the 2019 edition.

TO FIND OUT MORE ABOUT THE PROGRAM, VISIT: go.ivey.ca/iveydp2019



ENTREPRENEURSHIP BY THE NUMBERS 2018-2019

78%

of all HBA2s completed a course in Entrepreneurship in 2018-19

MORE THAN

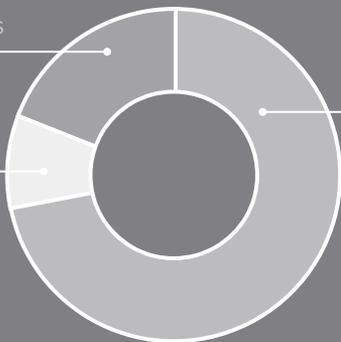
\$170,000

Entrepreneurship scholarships in 2018-19

2018 New Venture Project participants:

40 MBA students took the New Venture Project

20 MBA students took the *Innovation and Disruption* course



151 HBA students took the New Venture stream

89%

of all MBAs completed a course in Entrepreneurship in 2018-19

232

HBAs took *Entrepreneurial Finance*

16

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

7 PhD

students researching in the field of Entrepreneurship

ENTREPRENEURSHIP BOOTCAMP: UNLOCKING ENTREPRENEURIAL POTENTIAL



Since 2015, the Morrissette Institute has partnered with Ash Singh, HBA '04, to develop a startup bootcamp program that gives participants the experience of building a venture within a weekend, turning raw ideas into viable, pitchable ventures within 48 hours. To date, more than 300 students from Ivey and Western University have participated in this bootcamp.

The startup course was developed during Singh's time in Singapore, where he relocated after selling his first startup at age 22. Today, the course has been taught in 18 countries, with more

than 200 sessions. The Ivey edition is supported through the Ron and Nancy Clark Entrepreneurship Initiative Fund.

The bootcamps attract a variety of students and alumni from different backgrounds and specializations, which not only enriches the learning experience but diversifies the ideas and solutions generated.

TO READ MORE ABOUT THE ENTREPRENEURSHIP BOOTCAMP EXPERIENCE, VISIT: go.ivey.ca/bootcampexp



SALES BOOTCAMP

The Institute hosted a half-day sales workshop with Ivey lecturer and entrepreneur Eric Janssen, HBA '09, on March 22, 2019. The event was the first of its kind and attracted 60 students from across Ivey and Western University.

CONNIE CLERICI, QS '08

CREATING A LEGACY OF CARE



“IT WAS SO HEART-WARMING THAT ALL THESE ENTREPRENEURS, WHO HAD THE SAME PROBLEMS IN DIFFERENT INDUSTRIES, WERE IN THE SAME ROOM.”

CONNIE CLERICI

For the last 27 years, Connie Clerici, QS '08, has been building a company that reflects her values—a significant feat for someone who never aspired to be an entrepreneur.

Clerici initially trained to be a family physician but was forced to recast her vision. It was then that she came across the lack of options for home health care in the community. With an idea to fill this gap and a \$10,000 loan, Closing the Gap Healthcare Group, Inc. was born in the early 1990s.

While Clerici possessed passion and determination in spades, she soon discovered that she knew very little about business.

“I couldn’t speak the language of the bankers and the accountants. I didn’t have the skill set to run a business and safeguard our family assets,” said Clerici.

She therefore decided to go back to school, taking evening business courses and aligning herself with people who had the skills to complement her areas of weakness.

Clerici has always made constant learning very much a part of her journey. She said she believes that responsible leaders owe it to their workforce to continue improving themselves.

After years of successful growth and expansion at Closing the Gap Healthcare, Clerici was nominated by KPMG Enterprise to join the *QuantumShift™* program, a rigorous five-day experience that brings together 40 of Canada’s most promising entrepreneurs to improve their leadership styles and maximize their growth opportunities.

“It was so heart-warming that all these entrepreneurs, who had the same problems in different industries, were in the same room. It was a bonding that happened so quickly,” said Clerici.

Clerici continues to participate in the program’s annual gathering of alumni, and has become an integral part of the Ivey Business School, serving on both the Ivey Entrepreneurship Advisory Council and the Ivey Advisory Board.

In 2018, Clerici and Closing the Gap Healthcare donated \$250,000 to expand programming and outreach opportunities at Ivey to serve students and Canadian entrepreneurs. One of the first benefits of this gift is the launch of The Ivey Entrepreneur Podcast, where alumni can share their stories and lessons with other entrepreneurs and aspiring students.

TO READ MORE ABOUT CLERICI AND HER ENTREPRENEURIAL JOURNEY, VISIT: go.ivey.ca/cclerici08



2019 SCHOLARSHIPS

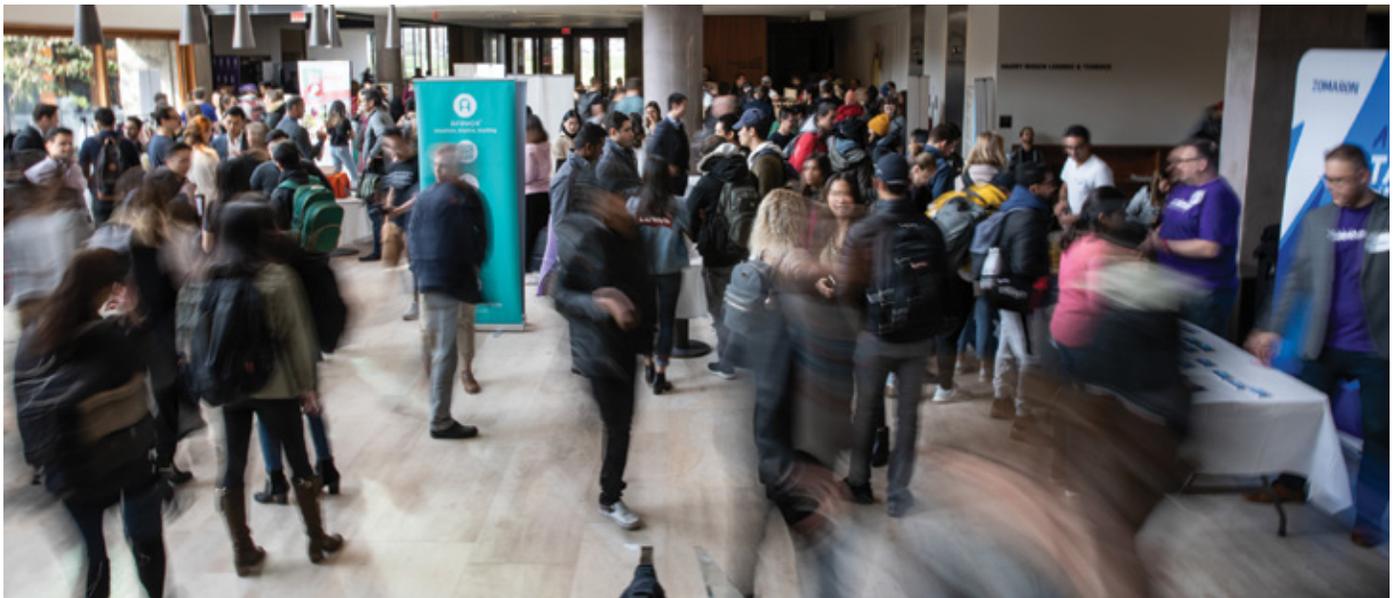
The Institute hosted donors and recipients of the Ivey Entrepreneurship Scholarship Awards at Toronto's National Club on January 24, 2019. Here are the HBA and MBA recipients of the Entrepreneurship Scholarships:

2019 HBA Scholarships	Recipient(s)
Jackson Family HBA Entrepreneurship Award	Gareth Gransauil, HBA '20 Candidate Fawaz Mohammad, HBA '20 Candidate
Pierre L. Morrissette HBA Award in Entrepreneurship	Elaine Cook, HBA '19 Candidate
QuantumShift™ Fellow HBA Entrepreneurship Award	Matthew Grilli, HBA '20 Candidate
Tevya Rosenberg Award in Entrepreneurship	Hailey Schoenfeld, HBA '19 Candidate
Enactus Canada Entrepreneurial Award	Daniel Dala, HBA '20 Candidate
Paul Sabourin HBA Scholarship in Entrepreneurship	Michael Lay, HBA '19 Candidate
Diane Bischof Memorial HBA Scholarship	Fancheng Shen, HBA '20 Candidate
Armand Bombardier Entrepreneurship Award	Carter Cissel, HBA '19 Candidate Daniel Ciapka, HBA '19 Candidate
John R. Currie HBA Award in Entrepreneurship	Haishan Qian, HBA '19 Candidate Kyle Maresky, HBA '20 Candidate
Don Lang HBA Scholarship in Entrepreneurship	Josh Reding, HBA '19 Candidate Joshua Lehman, HBA '19 Candidate
Ron and Nancy Clark HBA Entrepreneurship Scholarship	Paul Okundaye, HBA '19 Candidate Katherine Carrasco, HBA '19 Candidate Sakariya Ahmed-Mohamoud, HBA '19 Candidate
Gudewill Entrepreneurial Award	Devon Bingham, HBA '19 Candidate
Kenneth R. Good Family Scholarship	Nicole Plant, HBA '19 Candidate
2019 MBA Scholarships	Recipient(s)
Nelson M. Davis Scholarship	Ariana Simpson, MBA '19 Candidate David Gingera, MBA '19 Candidate Erik Axell, MBA '19 Candidate
Schulich Award for Entrepreneurship	Wenting Hu, MBA '19 Candidate
The Doug Burgoyne Entrepreneurship Award	Ryder Britton, MBA '19
Pierre L. Morrissette MBA Award in Entrepreneurship	Jaclyn Longo, MBA '19 Candidate

OUTREACH

IGNITING THE PASSION FOR ENTREPRENEURSHIP AT WESTERN

Each year, thousands of students and entrepreneurs in 170 countries gather to celebrate Global Entrepreneurship Week. With the growth of entrepreneurship across Western University, the Institute joined its partners in celebrating the week with a number of speaker events and workshops.



Startup Showcase

The week launched with the Startup Showcase, which provided students and faculty an opportunity to learn about a variety of startups founded by Western graduates, including BrainStation, DivaCup, Zomaron, STMNT, and Miistro.

Speaker Series

The University hosted speaker events with Jonathan McCain, HBA '07, CEO of Andover Capital and Northstar Scaffold; Michael Schmalz, MEd '93, MA '08, and PhD '15, of Digital Extremes; and David Wessinger, BSc '94 (Computer Science) of PointClickCare.

Jonathan McCain, HBA '07, CEO of Andover Capital and Northstar Scaffold (right) talks with Director Dave Simpson.





Take flight: Lightning Round with Western entrepreneurs

Entrepreneurs come from all walks of life, and the Lightning Round brought together entrepreneurs working in corporate, startup, and social enterprises with a variety of educational backgrounds:

- **Stephanie Ciccarelli**, co-founder of Voices.com
Western Bachelor of Music – 2006
- **Sam Sebastian**, President of Pelmorex Media Inc. and former Vice-President of Google and Managing Director of Google Canada

- **Liana Louzon**, founder of Rocking Vibe
Western Bachelor of Arts (Kinesiology) – 2004
- **Kevin Sullivan**, Deputy Chairman of GMP Securities
Western Bachelor of Arts (Social Science) and Western LLB – 1980
- **Shannon Kamins**, founder of Booch Organic Kombucha
Western Bachelor of Health Sciences – 2010
- **Jenessa Olson**, co-founder of STMNT
Western Bachelor of Arts (Political Science) – 2014
Ivey MSc International Business – 2018

FOR MORE INFORMATION ON THE CELEBRATION, VISIT:
go.ivey.ca/wew2018

IVEY ENTREPRENEUR PODCAST



Ivey's very first podcast, The Ivey Entrepreneur Podcast, will take listeners through the many aspects of being an entrepreneur, from sharing tips and tricks, to managing high growth, to building family businesses. Tune in as Ivey faculty host highly successful Ivey alumni entrepreneurs who will share their experiences and advice for established and aspiring entrepreneurs alike.

The Ivey Entrepreneur Podcast is sponsored by Connie Clerici, QS '08, and Closing the Gap Healthcare Group, Inc.

TO LISTEN NOW, VISIT: go.ivey.ca/entrepodcast



BIG IDEAS: 2019 IVEY BUSINESS PLAN COMPETITION

Probiotic snacks and streamlined access to home painters were the winning ideas at the 2019 Ivey Business Plan Competition.

Student teams from Canada and the U.S. competed in either undergraduate or graduate editions of the competition, which ran January 25-26, 2019 at the Ivey Business School. The competition offered the students an opportunity to pitch their business ideas to potential investors and, in turn, gave investors a look at up-and-coming entrepreneurs. Here are the winners from each edition.

IVEY HBA BUSINESS PLAN COMPETITION

BRITE bites – First place

Team **BRITE bites** from Michigan State University (MSU) won the first-place prize of \$15,000 at the third Ivey HBA Business Plan Competition. BRITE bites is an all-natural probiotic snack company



headed by MSU student Bri Makaric. The company currently offers three flavours of bite-sized snacks packed with superfoods and a probiotic that contains one billion colony-forming units to support digestive and immune systems.



PEMBROKE MANAGEMENT PRIZE IN SOCIAL ENTERPRISE

Another team, **Yad**, from Babson College, won the Pembroke Management Prize in Social Enterprise. Yad is a social enterprise that aims to empower people with intellectual disabilities by allowing them to express themselves through art and profit from their work, which Yad manufactures into unique home decor products.

IVEY MBA BUSINESS PLAN COMPETITION

HomePainter – First place

Team **HomePainter** from Iowa State University (ISU) won the 21st edition of the Ivey MBA Business Plan Competition, securing \$15,000 for its business idea — an online platform that gives customers fast and accurate paint job estimates. Homeowners book their jobs online with HomePainter, which then subcontracts the orders to vetted and registered painters in the area. With the aid of technology, HomePainter aims to



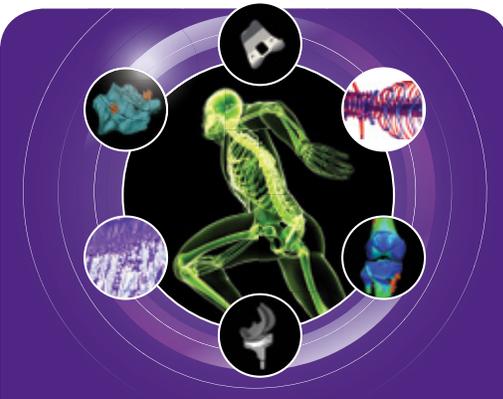
reinvent the subcontracting model to become more scalable and profitable. The team includes ISU students Jacob McClarnon and Anthony House.

In total, 18 undergraduate and MBA teams competed for \$40,000 in prizes. Competitors came from the following universities: MSU, ISU, Babson College, Johns Hopkins University, McGill University, University of Arkansas, University of Arkansas at Little Rock, University of Louisville, University of Oregon, and Western University.

The event included workshops by Albert Behr, CEO of Behr Technologies Inc., and **Lucas Monzani**, Assistant Professor of Organizational Behaviour. It also featured a fireside chat with Adam Noyek, HBA '10, formerly of MedReleaf Corp., a medical marijuana company.

FIND OUT MORE AT: go.ivey.ca/iveybpc2019

MSK INNOVATION COMPETITION



MSK INNOVATION COMPETITION
\$30,000 for most promising musculoskeletal research innovation idea
Workshop date: **March 5** Proposal deadline: **March 20**
<http://boneandjoint.uwo.ca/innovation>

 Western Bone and Joint Institute  IVEY Pierre L. Morrisette Institute for Entrepreneurship

A-Line Orthopaedics won the \$30,000-grand prize at the inaugural MSK Innovation Competition with a new implant that can more effectively treat upper neck fractures. The London-based startup was co-founded by Dr. Parham Rasoulinejad (Spine Surgeon, Bone and Joint Institute member) and Tim Lasswell (MAsc).

The product, titled Edge Upper Cervical System (UCS), has already passed a number of important milestones, and the team is currently preparing a regulatory road map with the U.S. Food and Drug Administration (FDA) and Health Canada.

The competition final at the Ivey Business School on May 3, 2019 included six teams, addressing a variety of musculoskeletal health issues, from “smart” implants that can detect infections during knee surgery, to neuromuscular training devices to improve neck strength to help reduce concussions in women’s sports.

The 2019 MSK Innovation Competition was a collaborative venture between Western University’s Bone and Joint Institute and the Pierre L. Morrisette Institute for Entrepreneurship, designed to encourage and cultivate entrepreneurial skills amongst London’s community of musculoskeletal health researchers.

“We had terrific support from our local industry mentors and experts and look forward to more events that integrate our town and gown expertise,” said Eric Morse, Executive Director of the Morrisette Institute.

READ MORE ABOUT THE COMPETITION AT: go.ivey.ca/msk2019

QUANTUMSHIFT™



In May 2019, we completed the 16th edition of the *QuantumShift™* Program in partnership with KPMG Enterprise. Since its inception, the program has seen 676 high-growth entrepreneurs, the real drivers of the Canadian economy, become part of the Ivey Family.

MEET OUR 2019 GRADUATES: go.ivey.ca/qs2019grads

FIND OUT MORE ABOUT THE PROGRAM AT: go.ivey.ca/quantumshift

FAMILYSHIFT™



In partnership with Ivey’s Business Families Centre and KPMG Enterprise, the Institute hosted the second *FamilyShift™* program for family members taking a leadership/management role in their family business. During this week-long program, 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.

FOR MORE INFORMATION ON THE PROGRAM, VISIT: go.ivey.ca/familyshift

BDC GROWTH DRIVER

2018 saw the fifth cohort of the BDC’s Growth Driver Program, designed for leaders of mid-sized businesses with growth potential and ambition. With Ivey Entrepreneurship’s expertise in high-growth entrepreneurship, we have now worked with more than 100 business leaders to take their businesses to the next stage of success.

LEARN MORE ABOUT THE PROGRAM AT: go.ivey.ca/bdcgrowthdriver

ENTREPRENEUR 1.0

For more than a decade, the Institute has partnered with TechAlliance to help local entrepreneurs through the Entrepreneur 1.0 program. The 10-week course tackles key issues surrounding planning for the success of a startup or early-stage technology-based company, and brings together a diverse group of entrepreneurs. The majority of the program is facilitated by Ivey faculty in entrepreneurship and other relevant streams.



BUSINESS FAMILIES CELEBRATION

Together with the Family Enterprise Xchange, we celebrated National Family Business Day on February 12, 2019 in London, Ont. Van Bree Enterprises was awarded the 2019 Family Enterprise of the Year Award. For more than 50 years, the Lambton-based family business has been a leading supplier of sand and gravel products, as well as the area's leading farm and municipal drainage provider. Van Bree Enterprises is comprised of Van Bree Drainage & Bulldozing Ltd., Pro Drainage, Inland Aggregates, Lobo Sand & Gravel, and V.B. Sand & Gravel Ltd. All companies together employ about 70 workers.

TO FIND OUT MORE ABOUT FAMILY ENTERPRISE XCHANGE EVENTS, VISIT:
go.ivey.ca/fex

LEADER PROJECT



The Institute continues to support the Ivey LEADER Project, where Ivey students teach and coach promising entrepreneurs in frontier markets around the world. Current project sites include Sarajevo, Bosnia and Herzegovina; Bangalore, India; Skopje, Macedonia; Kathmandu, Nepal; Irkutsk, Russia; Belgrade, Serbia;

Ho Chi Minh, Vietnam; and First Nations communities in the Yukon (pictured above).

READ MORE ABOUT THE LEADER PROJECT'S NEW YUKON SITE AT:
go.ivey.ca/leader2019

FIND OUT MORE ABOUT THE INITIATIVE AT: go.ivey.ca/leaderproject

GLOBAL IVEY DAY



Entrepreneurship was a special focus at the 2019 Global Ivey Day celebrations in Toronto. Morrisette Institute Executive

Director Eric Morse shared the Institute's progress on growing entrepreneurship at both Ivey and Western University at an alumni breakfast event. Additionally, entrepreneur Sukhinder Singh Cassidy, HBA '92, was awarded the Ivey Alumni Achievement Award.

Singh Cassidy is a leading digital executive and entrepreneur with 20 years of leadership experience scaling and founding companies, including Google, Amazon, Yodlee, Joyus, Polyvore, and theBoardlist. She is currently the president of StubHub, an eBay company and the world's largest ticket marketplace, with tickets available for over 10 million live sports, music, and theatre events in more than 40 countries.

FIND OUT MORE ABOUT SUKHINDER SINGH CASSIDY: go.ivey.ca/sscassidy2019

HULT PRIZE @WESTERN

The Institute hosted the 2018 Hult Prize @ Western Competition on November 17, 2018, which is part of the world's largest social enterprise competition, the Hult Prize. Founded by former U.S. President Bill Clinton, this year's competition challenged students to provide meaningful work for 10,000 youths within the next decade.



MEDIA MENTIONS



WEALTHSIMPLE RAISES \$100 MILLION

Toronto-based Wealthsimple has secured a new \$100-million investment round, led by Allianz X, the digital investment unit of German-based asset manager Allianz Group. The announcement was made on May 22, 2019 during a press briefing at Collision Conference.

READ IT HERE: go.ivey.ca/wealthsimple100million



QUANTUMSHIFTER NAMED IN YMCA WOMEN OF EXCELLENCE

Shantal Feltham, BA '91, QS '16, was selected as one of six YMCA Women of Excellence. Feltham is the founder, President and CEO of Stiris Research and Stiris Research USA Inc., an award-winning company conducting global clinical trials for biotechnology and biopharmaceutical industries.

READ IT HERE: go.ivey.ca/ymcawec2019



MAKING THE PITCH: IVEY ENTREPRENEUR FACED THE DRAGONS' DEN

Elliot Kimelman, HBA '20 candidate, pitched his product, C-Spray, on the CBC television show *Dragons' Den* in Toronto on May 11. He'll learn this fall whether his pitch will be selected to air on a future episode or appear online.

READ IT HERE: go.ivey.ca/cspraydragons



IVEY ALUMNUS HEADS UP NACO

Claudio Rojas, MBA '08, was appointed CEO of the National Angel Capital Organization (NACO), a national industry association focused on improving access to critical early-stage capital and mentorship for Canadian entrepreneurs.

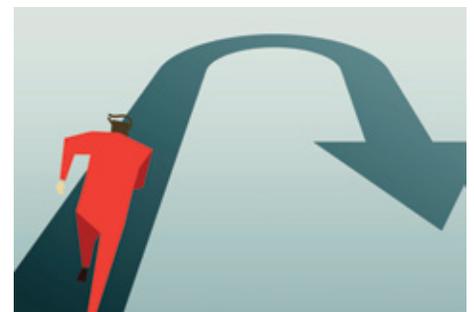
READ IT HERE: go.ivey.ca/crojas08



CANNABIS COMING TO A LOCAL BREWERY

With the rapid expansion of cannabinoid products, Brian Semkowski, HBA '86, of Equals Brewing Company is preparing for what that could mean for the alcohol industry.

READ IT HERE: go.ivey.ca/cbdbrew



TURNING AROUND A BUSINESS

Jamil Murji, MBA '04, was highlighted by *BCBusiness* magazine's Entrepreneur-of-the-Year Competition for turning around his newly purchased transportation and logistics firm, Inter-Urban Delivery Service.

READ IT HERE: go.ivey.ca/jmurji04



TUITION-FREE TRAINING FOR TECH JOBS

SV Academy closed a Series A funding of \$9.5 million, to help provide more tuition-free training for people to access careers in technology. Co-founded by Rahim Fazal, MBA '06, the company helps 100 people every 30 days to land jobs at companies like SurveyMonkey, Palo Alto Networks, and PayPal.

READ IT HERE: go.ivey.ca/svacademyraises9million



SCALING A GLOBAL BUSINESS LOCALLY

Rob Kazzam, HBA '09 and general manager of Uber, discusses his journey of scaling this global business in Canada.

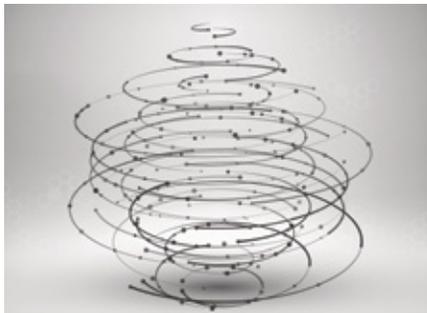
READ IT HERE: go.ivey.ca/scalinguber



CANADA'S PROBLEM WITH THINKING BIG

Michael Katchen, HBA '09 and CEO of Wealthsimple, talks about why Canadian companies don't think big enough.

READ IT HERE: go.ivey.ca/thinkingbig



HOW SHOULD BUSINESSES JUDGE MARKETS IN TODAY'S DISRUPTIVE LANDSCAPE?

Morrisette Institute Executive Director Eric Morse draws on the experience of more than 600 Canadian entrepreneurs to deduce how businesses can better judge their markets in today's disruptive landscape.

READ IT HERE: go.ivey.ca/paceofchange



HOW TO SURVIVE BUSINESS SUCCESS

How do you know when you've made it? Entrepreneur and author Kelsey Ramsden, MBA '04, isn't sure you ever really do.

READ IT HERE: go.ivey.ca/survivesuccess



IAN HAASE, MBA '10 - GETTING BACK IN THE SADDLE WITH MOTIF

For eight years, Ian Haase, MBA '10, had the best of both worlds: he had the excitement of engaging with young entrepreneurs on a daily basis, with the added bonus of having a secure job. Find out why Haase decided to get back in the saddle with motiflabs.ca.

READ IT HERE: go.ivey.ca/haase10



TVDSB SPARK! INITIATIVE

The Institute continued its partnership with the Thames Valley District School Board's enrichment program to give secondary school students hands-on entrepreneurial learning. On April 30, more than 50 students came to Ivey for a day of ideation and pitching workshops, helping to instil the concept of entrepreneurship as a real career option.

IN MEMORIAM



This year, we said goodbye to two treasured friends. **David Wright**, HBA '81, was a stalwart of Ivey Entrepreneurship, having served on the board for 15 years, most of them as Chair. In addition, he served as an Entrepreneur-in-Residence and gave freely of his time to nascent Ivey Entrepreneurs. We also lost our dear friend **Paul Woolford**, who was a partner and friend in growing the *QuantumShift™* program for high-growth entrepreneurs across Canada. His loss is deeply felt by all of us and by the hundreds of *QuantumShift™* alumni he knew so well.

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 that the Institute serves.

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