

# MORRISSETTE INSTITUTE FOR ENTREPRENEURSHIP

2021 ANNUAL REPORT



CASSIDY  
Choose Possibility: Take Risks & Thrive  
Even When You Fail



Western  
McMurrissette Institute  
for Entrepreneurship



# contents

---

Message from the  
Executive Director

**4**

---

Introducing Morrissette  
Entrepreneurship

**10**

---

Research

**11**

---

Teaching

**16**

---

Morrissette Accelerator

**24**

---

Outreach

**28**

---

Advisory Board

**37**

---

# MESSAGE FROM THE EXECUTIVE DIRECTOR

---



**ERIC A. MORSE** | Professor and Executive Director | Morrissette Institute for Entrepreneurship, Powered by Ivey Business School | Morrissette Chair in Entrepreneurship | Special Advisor to the President at Western University – Entrepreneurship

When the coronavirus pandemic took hold of the world in 2020, we were in uncertain territory.

There was the initial shock, followed by lockdowns and new ways to do what we often took for granted.

Last spring, we had students graduate virtually. It wasn't to be our last such ceremony. Many students entered university without experiencing frosh week, crowded campus spaces, or shaking hands with new roommates. They were still at home, starting yet another new online course. We've done our best within these limitations, and perhaps it will give us new perspectives on what is truly important.

The past year has also affected entrepreneurs and small business owners. In many cases, they've been near the front of the ship taking blows from each new wave and variant. However, amidst the wreckage,

we have also seen hope. Hope through stories of entrepreneurs being agile and adapting to new circumstances.

At Western, there has been a noticeable rise in the embrace of entrepreneurship by students who are creating ventures that are primed to engage in the developing new realities. And we are doing our part to meet that demand through new programs and initiatives that provide the tools, experience and mindset required to succeed.

## **Beyond the start**

Twenty years ago, when I first came to Ivey as the first full-time entrepreneurship faculty, the institute, and activities around entrepreneurship were still in their infancy. I recall the late former-dean Larry Tapp's request to "create an entrepreneurship institute of note." Since then, several individuals have stood up and helped us accomplish exactly that.

Chief among them is Pierre Morrissette, MBA '72, LLD '10, whose name has become synonymous with entrepreneurship at Ivey and Western.

Pierre's passion for entrepreneurship was evident from our very first meeting. Throughout the years, that passion, combined with a unique sense of vision and generosity, has led to a flowering of entrepreneurship resources, research, programs, and opportunities for students, alumni, and faculty at Ivey.

Yet Pierre's ambition didn't stop there and, with the Morrissette Family Gift announced this May, we became an institute dedicated to serving students across all disciplines; to make Western, Canada's go-to university for those interested in pursuing a career in entrepreneurship.

During the past year, Morrissette Entrepreneurship has embraced this new mission by offering new courses, online webinars, a virtual incubator, accelerator program, and more; all building towards a comprehensive, and supportive entrepreneurial ecosystem.

A key component that really came together was the Western Angels' Demo Day, the first of its kind for Western. With Demo Day, we created an opportunity to spotlight and mentor intriguing startups borne through Western alumni and students, providing them the occasion to showcase their products and services to experienced entrepreneurs and investors from the Western community. Demo Day will continue to be a key part of our ecosystem, connecting the innovative spirit of our students and recent graduates with the experience, wisdom, and resources of our alumni community.

Our new initiatives have not overshadowed what has paved the way for Morrissette Entrepreneurship. We completed another successful year of the New Venture Project virtually with our Entrepreneurs-in-Residence, hosted a virtual Business Plan Competition in January with teams from across Canada and the United States, and ran our 'Master the Entrepreneur Skillset' course for more than 200 participants.

All of this would have been impossible without our growing alumni community, who through their roles as Entrepreneurs-in-Residence, judges, mentors, and teachers, have given their time, expertise, and experience to hone the future generation of Canadian entrepreneurs.

In the area of teaching and research, we are continuing to grow our entrepreneurship group with the addition of Assistant Professor Daniel Clark. We had four doctoral students defend their theses and secure faculty or post-doctoral positions. Simon Parker,

who has led our Entrepreneurship Research Initiative for many years, was recently honored in a study by Stanford University, which recognized him as one of the world's most widely cited researchers.

But as Pierre Morrissette would often say, "we're just getting started."

## **Moving forward**

Together with our newly consolidated Advisory Board led by Paul Sabourin, MBA '80, and Erik Mikkelsen, HBA '06, we are embarking on a long-term strategy to create partnerships across campus. We believe that access to entrepreneurial education and experiences will help our students, alumni and faculty pursue their passion for the arts, humanities, and the sciences, deep into their careers.

One of our key objectives will be the introduction of a certificate in entrepreneurship, a suite of courses and experiences that provides students a foundation in entrepreneurship. Since 2005, more than 700 students from the Ivey Business School have completed our certificate. We want to provide the same opportunity to our larger community.

Additionally, we will soon begin work on a new entrepreneurship-centric building at the heart of Western campus. It will be open to students, alumni, faculty and staff from all disciplines and academic backgrounds interested in inventing, making, growing, and sharing innovative ideas. With maker space and collaborative workspaces, the new building will be a manifestation of Morrissette Entrepreneurship by providing a physical home to all things entrepreneurship at Western University.

I am also excited about an upcoming initiative with the Royal Bank of Canada, which provides us an opportunity to share our expertise in entrepreneurship education as part of an online course open to millions of Canadians. It's a great opportunity to improve our position as leaders in developing entrepreneurs.

As we come out of another difficult year, we're moving forward with hope and vigilance.

Personally, I hope to meet many of you in-person and thank you for the role you continue to play in advancing entrepreneurship at Western and beyond.

While uncertainty still hangs in the air, Morrissette Entrepreneurship will begin the next phase of its journey inspired by the very entrepreneurs whom we serve; who, in the midst of uncertainty, stride forward and lead the way for the rest of us.

# OUR FAVOURITE STORIES

---



## AGE-OLD REMEDIES FOR A DIGITAL AGE

Neal Patel, HBA '20, utilizes ingredients and formulations from ayurvedic and other traditional forms of medicine to provide consumers a natural alternative for skincare; one that comes with thousands of years of customer feedback and satisfaction.

**READ IT HERE:** [go.ivey.ca/NeelPatel](https://go.ivey.ca/NeelPatel)



## RE-WRITING THE CODE OF EDUCATION

Heather Payne, HBA '09, shared her quest to disrupt the skills development industry and build the educational institution of the future with the Juno College of Technology.

**LISTEN HERE:** [go.ivey.ca/HPayne](https://go.ivey.ca/HPayne)



## LANDING THE UPSELL

The upsell is a major revenue generator, which is why Armon Shokravi, HBA '22 Candidate, wanted to empower Shopify merchants with a simple post-purchase page editor.

**READ IT HERE:** [go.ivey.ca/AfterSell](https://go.ivey.ca/AfterSell)



## WITH TWEENS IN MIND

HBA '20 graduates Jessica Miao, and Chloe Beaudoin launched their new venture idea, Apricotton, a comfortable bra brand that focuses on the needs of tweens.

**READ IT HERE:** [go.ivey.ca/Apricotton](https://go.ivey.ca/Apricotton)



## MAKING THE ULTIMATE REPRODUCTIVE HEALTH BRAND

What started last year as a capstone project in the New Venture Project, quickly grew into a full-time endeavour called Marlow for six Ivey HBA '20 students.

**READ IT HERE:** [go.ivey.ca/Marlow](https://go.ivey.ca/Marlow)



## MEASURING THE COSTS OF ONLINE SHOPPING

Neutral allows users to see the environmental impact of their online purchases, and provides an opportunity to offset the costs by contributing to organizations working in the environmental space.

**READ IT HERE:** [go.ivey.ca/Neutral](https://go.ivey.ca/Neutral)



## HELPING PARENTS NAVIGATE NEW ONLINE HORIZONS

In a fast-changing digital landscape, parents feel ill-equipped on how to establish guard rails on social media. Emmanuel Akindele, BA '22 Candidate, and his startup, Blue Guardian, are here to help.

**READ IT HERE:** [go.ivey.ca/BlueGuardian](https://go.ivey.ca/BlueGuardian)



## CHANGING THE WORLD, THE CANADIAN WAY

Can an investment fund change the world? The founder of True North Investments, Kai Chen, MSc '17, certainly thinks so.

**READ IT HERE:** [go.ivey.ca/KChen](https://go.ivey.ca/KChen)



## MATCHMAKING INFLUENCERS

From selling iPhone waterproofing services outside the Eaton Centre, to connecting social media influencers with the biggest brands, every entrepreneurial experience carries a lesson for Adam Silverman, HBA '20.

**READ IT HERE:** [go.ivey.ca/AdamSilverman](https://go.ivey.ca/AdamSilverman)



## MOVING YOUR VOICE INTO ACTION

Taylor Rubert, HBA '14, MBA '20, is converting her passion and drive for sustainability into a zero-waste body lotion brand, Just Lotion.

**READ IT HERE:** [go.ivey.ca/TRubert](https://go.ivey.ca/TRubert)

# THE ENTREPRENEURSHIP RESEARCH INITIATIVE

---



**SIMON PARKER** | Professor | J. Allyn Taylor/Arthur H. Mingay Chair in Entrepreneurship

Faculty continued to enjoy success in publishing their research in leading journals, and their cutting-edge thought leadership has also informed several exciting teaching case studies published by Ivey Publishing. Our faculty continue to write and publish research with our talented Entrepreneurship doctoral students. Four of these students successfully defended their doctoral theses in the prior academic year, with an excellent placement rate in faculty or post-doctoral positions in North America and Europe.

This was achieved despite an unusually challenging job market, due to COVID-19 – a factor that also halted in-person research conference activities. However, our determined and resilient faculty continued to share

and present their work in virtual versions of major international conferences, and the group's research activities have continued more or less unabated, promising continued success in the years to come.

# BUSINESS FAMILIES INITIATIVE

---



**DAVID SIMPSON, MBA '88** | Lecturer

Business Families continued to get our support as we all adjusted to the realities of a COVID-19 world. Our FamilyShift™ program converted to a virtual model as our next generation leaders shared their experiences with peers in a series of modules over the winter. We are happily gathering in-person this fall to complete the program for last year's group and welcome a new cohort. Similarly, the FEA designation program for family business advisors (in partnership with Family Enterprise Canada) continues as a virtual class, and a new in-person session will launch next May in Toronto.

We hosted a virtual "Winter Classic" in February as part of our annual celebration of entrepreneurial families and enjoyed conversing with David Bentall, who shared his wisdom and insights from his new book, "Dear Younger Me." We completed the Family Business Director Alliance conference as the virtual host with

educational leaders from across North America sharing best practices. We will continue to produce podcasts throughout this coming year to create even more resources for supporting business families online, and I look forward to hosting live events in the New Year to celebrate business families.



# A NEW BEGINNING

## INTRODUCING THE MORRISSETTE INSTITUTE FOR ENTREPRENEURSHIP

A \$5.5-million gift from the Pierre L. Morrissette Family Foundation expanded entrepreneurship opportunities at Western, providing campus-wide access to entrepreneurial research, education and programming.

Western students in every faculty now benefit from entrepreneurial support and education thanks to a visionary gift of \$5.5 million from the Pierre L. Morrissette Family Foundation.

The gift brings two decades of entrepreneurship research, education and programming created at Ivey Business School to students in all disciplines, and to entrepreneurs at all stages of their journeys. The **Morrissette Institute for Entrepreneurship** creates a single ecosystem, leadership structure and brand across campus – all under the guidance of a consolidated advisory board.

“Entrepreneurship has been very successful at Ivey,” said Pierre Morrissette, MBA '72, LLD '10, executive

chairman of **Pelmorex Corp.** “Now we’re going to take that energy and enthusiasm for entrepreneurship across all faculties, providing an opportunity for students in engineering, in health sciences, in music, to create businesses, to commercialize knowledge and to convert that energy into realizable success.”

Western is increasing its contribution to entrepreneurship by \$2.5 million, bringing the total new investment to \$8 million. Western’s investment will support the Morrissette Chair in Entrepreneurship, which will develop and integrate innovative research, programming and education activities across campus.

Read the full story on Pierre Morrissette’s gift at [go.ivey.ca/MorrissetteGift](https://go.ivey.ca/MorrissetteGift)

# RESEARCH

## ENTREPRENEURSHIP PROFESSOR ACHIEVES GLOBAL RANKING FOR RESEARCH

---



Professor Simon Parker, J. Allyn Taylor/Arthur H. Mingay Chair in Entrepreneurship, was recognized as one of the world's most widely cited researchers. Parker's work focuses on the challenges and strategies associated with internet-based startups, including their use of social media. The database, created by a Stanford University team, was published as a Formal Comment in **PLOS Biology** and is based on a standardized citation ranking that includes 22 scientific fields, 176 sub-fields, and more than 150,000 individuals. A total of nine professors from the Ivey Business School were amongst the top two per cent of the most cited researchers.

**READ MORE:** [go.ivey.ca/topresearch](http://go.ivey.ca/topresearch)



# Journal Publications

**BYRNE, J.; RADU-LEFEBVRE, M.; FATTOUM, S.; BALACHANDRA, L., 2021**, "Gender Gymnastics in CEO succession: Masculinities, Femininities and Legitimacy", *Organization Studies*, December, 42(1): 129 - 159.

**PIDDUCK, R. J.; CLARK, D. C.; LUMPKIN, G. T., 2021**, "Entrepreneurial mindset: Dispositional beliefs, opportunity beliefs, and entrepreneurial behavior", *JOURNAL OF SMALL BUSINESS MANAGEMENT*, November: 1 - 35, forthcoming.

**PIDDUCK, R. J.; SHAFFER, M. A.; ZHANG, Y.; CLARK, D. C., 2021**, "Unpacking the emergence of born global founders: A careers perspective", *JOURNAL OF SMALL BUSINESS MANAGEMENT*, November: 1 - 41, forthcoming.

**SUDDABY, R.; ISRAELSEN, T.; MITCHELL, J. R.; LIM, D. S. K., 2021**, "Entrepreneurial Visions as Rhetorical History: A Diegetic Narrative Model of Stakeholder Enrollment", *Academy Of Management Review*, November, forthcoming.

**LIM, D. S. K.; MORSE, E. A.; YU, N., 2020**, "The Impact of the Global Crisis on the Growth of SMEs: A Resource System Perspective", *International Small Business Journal*, December, 38(6): 492 - 503.

**KIM, N. K.; PARKER, S. C., 2021**, "Entrepreneurial homeworkers", *Small Business Economics*, November, forthcoming.

**MASUCCI, M.; PARKER, S. C.; BRUSONI, S.; CAMERANI, R., 2021**, "How are corporate ventures evaluated and selected?", *Technovation*, December.

**PARKER, S. C.; VAN PRAAG, M.; ROSENDAHL HUBER, L.; SLOOF, R., 2021**, "Informational Faultlines and Team Performance: A Field Experiment", *Journal of Economics Behavior & Organization*, November, forthcoming.

**PLUMMER, L. A.; PARKER, S. C.; REYES, S., 2021**, "Regional Path Breaking: The Role of Industry Switching, Industry Diversity, and New Knowledge in New Venture Exit", *Entrepreneurship: Theory and Practice*, November, forthcoming.

**SEWAID, A.; PARKER, S. C.; KAAKEH, A., 2021**, "Explaining Serial Crowdfunders' Dynamic Fundraising Performance", *JOURNAL OF BUSINESS VENTURING*, December, 36(4).

**SUÀREZ, J-L.; WHITE, R. E.; PARKER, S. C.; JIMENEZ-MAVILLARD, A., 2021**, "Entrepreneurship and the mass media: Evidence from big data", *Academy of Management Discoveries*, November, forthcoming.



## FACULTY PROFILE:

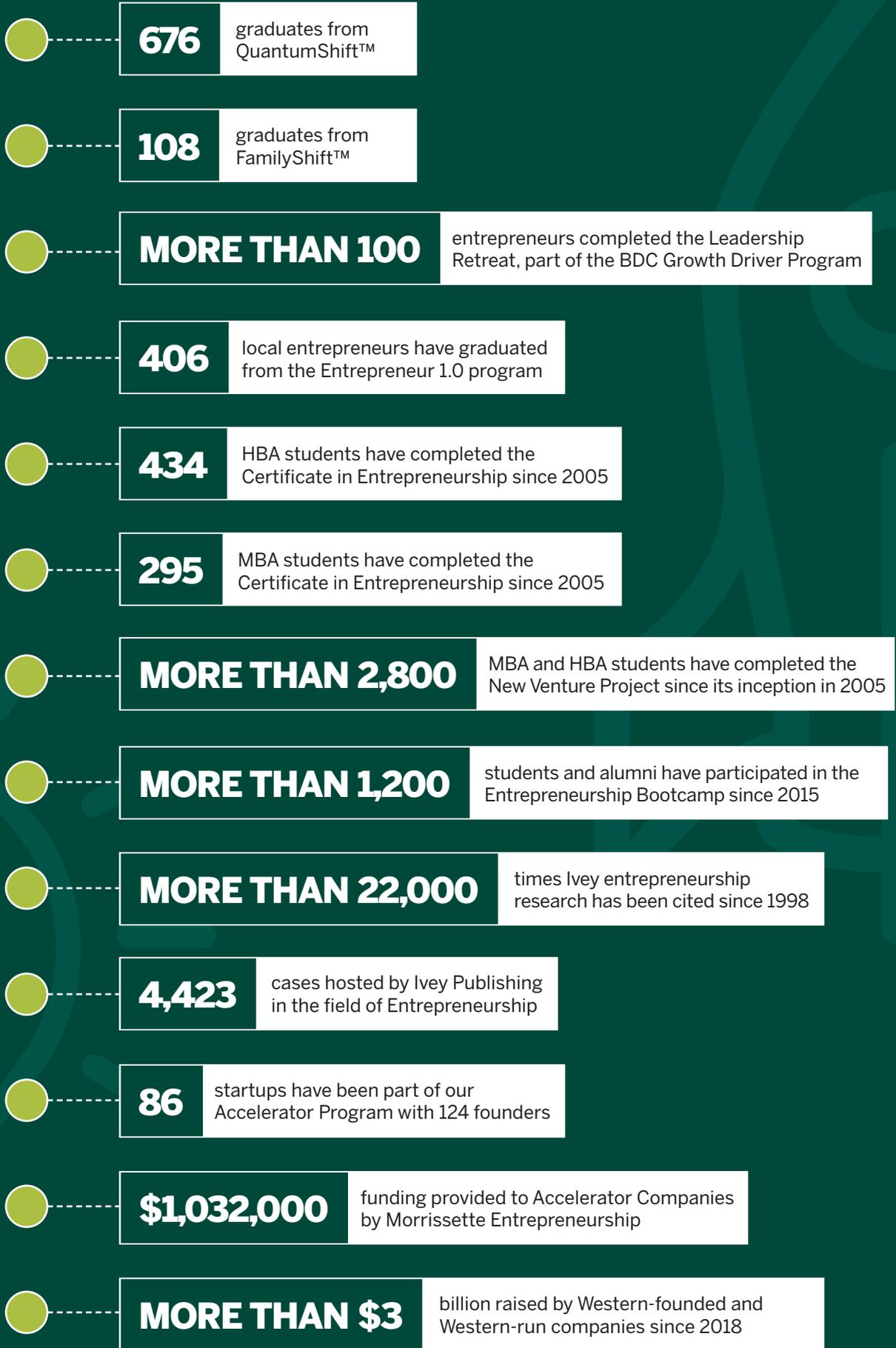
### Daniel Clark Assistant Professor, Entrepreneurship

Daniel Clark joined Ivey Business School as an Assistant Professor of Entrepreneurship. Clark's research has been published in outlets, such as the *Journal of International Business Studies* and *Journal of Small Business Management*. In 2020, he was appointed Associate Editor of the *Journal of Small Business Management*.

His current research explores the cognition and decision-making of entrepreneurs; in particular, how entrepreneurs make complex decisions about starting, growing, and internationalizing their ventures.

READ MORE ABOUT DANIEL CLARK AT [GO.IVEY.CA/DANIELCLARK](https://go.ivey.ca/danielclark)

# OUR ENTREPRENEURSHIP HISTORY



# Case Studies

 <p><b>Carrot Rewards: Carrot at a Crossroads</b> Dominic Lim and Ramasastry Chandrasekhar</p>	<p><b>Drop Technologies Inc.: Understanding the Influencer Marketing Channel</b> Eric Janssen and Lillie (Yue Ting) Sun</p>		<p><b>SafeMotos: Scaling up Innovations in African Ride Hailing</b> Darren Meister and Ramasastry Chandrasekhar</p> 
<p><b>STMNT: Pivoting a Clothing Rental startup</b> Simon Parker and Madison Olson</p>	 <p><b>SalonScale: Startup Customer Relationship Strategies for Niche Market Growth</b> Simon Parker and Peter W. Moroz</p>	<p><b>Sunshine: The Million Dollar Email</b> Eric Janssen and Taja McLean</p>  <p><b>The Yukon Soaps Company: Indigenous Business Growth</b> Dominic Lim and Victor Lal</p>	

## PhD Students

Morrisette Entrepreneurship plays an integral role in supporting future research and thought leadership through the Ivey Business School's PhD Program, which hosts an Entrepreneurship Area Group under General Management. Over the past year, four PhD students have defended their theses in the program.

<p><b>Kim, Nathan, PhD '21</b></p>	<p>"Community of Entrepreneurs in Coworking Space."</p>	 <a href="https://go.ivey.ca/NKim">go.ivey.ca/NKim</a>
<p><b>Xu, Chloe, PhD '21</b></p>	<p>"Portfolio Entrepreneurs in China: A Mixed Methods Study."</p>	 <a href="https://go.ivey.ca/TXu">go.ivey.ca/TXu</a>
<p><b>Goswami, Ketan, PhD '21</b></p>	<p>"Entrepreneurial Action by Métis and First Nations entrepreneurs in Saskatchewan: Similarities and differences with established notions of Entrepreneurial Action."</p>	 <a href="https://go.ivey.ca/KGoswami">go.ivey.ca/KGoswami</a>
<p><b>Chung, Seung Hoon, PhD '21</b></p>	<p>"Essays on Entrepreneurial Joiners and How to Recruit Them."</p>	 <a href="https://go.ivey.ca/SChung">go.ivey.ca/SChung</a>

# HELPING WOMEN ENTREPRENEURS FIND THEIR PURPOSE

While entrepreneurs are known for their resilience, nearly two years of dealing with the challenges of a global pandemic has certainly put that quality to the test.

But a series of motivational workshops by Ivey faculty, hosted by My Sisters' Place, has helped women entrepreneurs rekindle their passion and purpose. The microenterprise (ME) program is one of many offerings through the organization that creates a community of women who support each other through experiences of trauma, mental illness, homelessness, addictions, and poverty. Women in the microenterprise program make and sell their own jewelry through an online shop.

Janice Byrne, an assistant professor of Entrepreneurship, and Martha Maznevski, PhD '94, a professor of Organizational Behaviour and faculty director for executive education at Ivey, led three virtual workshops, titled Finding your Purpose, for women in the microenterprise program. The goal of the sessions was to help these women identify their needs, talents, core purpose, and what motivates them.



The sessions, proposed by Byrne, were supported by the Morrissette Institute for Entrepreneurship.

"It is important for us to cultivate these ties within the community," Byrne said of the purpose of the program. "Ivey, our faculty, staff, and students are all the stronger for it. It's a win-win collaboration."

**READ THE FULL STORY AT: [go.ivey.ca/entrepurpose](https://go.ivey.ca/entrepurpose)**

## Space exploration and the search for entrepreneurial opportunity



The entrepreneurial maxim that good businesses solve problems isn't limited to terrestrial matters according to Larry Plummer, Associate Professor in Entrepreneurship at the Ivey Business School.

Speaking at a webinar titled Space Exploration and the Search for Entrepreneurial Opportunity, Plummer shared how the core ideas of entrepreneurship can provide firm grounding for viable ventures seeking untapped opportunities in the space industry. The business of space has risen to prominence with the rise of 'rock star' entrepreneurs seeking to develop and monetize the emerging industry. While eyes are mainly on space transportation ventures like SpaceX, Plummer notes there's a myriad of opportunities in lesser-known areas, such as space weather forecasting, orbital debris mitigation, planetary resources, and more.

**The webinar was hosted by Western Institute for Earth and Space Exploration.**

# TEACHING

## NEW VENTURE PROJECT HELPS EVOLVE THE RESTAURANT INDUSTRY



Joshua Gao, HBA '21, always wanted to revolutionize the restaurant industry.

In the midst of a worldwide pandemic, Gao, together with his friends, Austin Jiang, Lawrence Pang, and Mogen Cheng, launched Mentum, a digital ordering service that replaces the second dirtiest item at a restaurant: The menu.

Over its first year, Mentum partnered with more than 60 restaurants, providing a range of digital solutions, such as virtual menus, customer health forms, analytics, and large physical ordering kiosks. They raised over \$200,000 and partnered with innovative restaurant brand, Ghost Kitchens, and began extending services to the United States.

Having developed the idea throughout the spring and summer of 2020, Gao took the opportunity to carry Mentum into the New Venture Project (NVP) course, where students develop and test innovative ideas. Together with HBA '21s Shikhar Maheshwari,

Cole Moorcroft, Kyle Dayton, and Michael Lakkotrypis, they put Mentum through the wringer; analyzing its competitors, creating financial projections, and developing a business plan.

“How do we take the startup from its scrappy stage of day-by-day, to long-term stability?” said Gao.

Being the only business-centric co-founder, Gao appreciated the insights of his NVP team, and they continue to play an advisory role with Mentum.

At the end of the course, Mentum won the Stephen Suske New Venture Project Award, which is given to the best new venture concept. Mentum went on to win first place and \$15,000 at the 2021 Ivey HBA Business Plan Competition.

**READ MORE ABOUT GAO, AND HIS JOURNEY WITH MENTUM AT [GO.IVEY.CA/MENTUM](https://go.ivey.ca/mentum)**

# Entrepreneurship by the numbers 2020-2021

**288** Teams met with our  
business analysts

**60** 

live Entrepreneurship Webinars  
with over 4,000 attendees

**\$4,000,000**

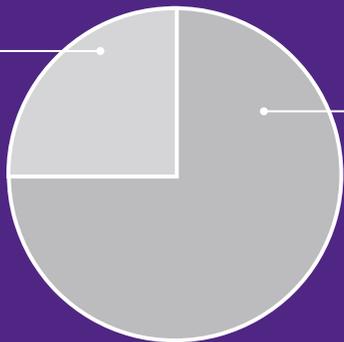
raised by Western-founded  
startups at Western Angels'  
Demo Day

**466** HBA students  
took a course in  
Entrepreneurship

**MORE THAN \$170,000**  
in Entrepreneurship Scholarships distributed  
between 2020-2021

New Venture Project participants:

50 MBA students  
took the New  
Venture Project



148 HBA  
students  
took the  
New Venture  
stream

**119**

MBA students  
took a course in  
Entrepreneurship

**199**

HBAs took  
Entrepreneurial Finance

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

**9 PhD** students researched in the field of  
Entrepreneurship



**5,000**

Listeners tuned in  
to The Entrepreneur  
Podcast

**12**

Entrepreneurship  
Clubs on Western  
University



# SCHOLARSHIP IN ENTREPRENEURSHIP

Meet our HBA and MBA recipients of the 2021 Ivey Entrepreneurship Scholarships:

2021 HBA Scholarships	Recipient(s)
<b>Diane Bischof Memorial HBA Scholarship</b>	Madison Romeril, HBA '22 Candidate
<b>J. Armand Bombardier Entrepreneurship Award</b>	Nicholas Bzowski, HBA '21 Jackson Kay, HBA '21 Francis Coulombe, HBA '21 Matthew Bzowski, HBA '21
<b>John R. Currie HBA Award in Entrepreneurship</b>	Kayla Pandza, HBA '21
<b>Don Lang HBA Scholarship in Entrepreneurship</b>	Dalton Dowson, HBA '21 Matt Burgess, HBA '21
<b>Ron and Nancy Clark HBA Award in Entrepreneurship</b>	Ruhee Khan, HBA '21 William Wang, HBA '21 Ryan Shore, HBA '21
<b>Jackson Family HBA Entrepreneurship Award</b>	Justin Ostertag, HBA '21
<b>Pierre L. Morrissette HBA Award in Entrepreneurship</b>	Callum McKenney, HBA '21
<b>QuantumShift Fellow HBA Entrepreneurship Award</b>	Alexander Nelson, HBA '22 Candidate
<b>Tevya Rosenberg Award in Entrepreneurship</b>	Natalie Diezyn, HBA '21
<b>Paul Sabourin HBA Scholarship in Entrepreneurship</b>	Nicolas Theriault, HBA '21
<b>Enactus Canada Award in Entrepreneurship</b>	Allan Christian Soriano, HBA '22 Candidate
2021 MBA Scholarships	Recipient(s)
<b>Nelson M. Davis Scholarship</b>	Kayla Gray, MBA '21 Christian Petroff, MBA '21
<b>Schulich Award for Entrepreneurship</b>	Neeraj Nair, MBA '21
<b>Doug Burgoyne Entrepreneurship Award</b>	Olivia George-Parker, MBA '21

# ENTREPRENEURSHIP WEBINAR SERIES

---



Our growing webinar series spotlights Ivey and Western alumni who share lessons learned, and best practices from their entrepreneurial journeys.

Webinar topics range from sharing specific tools and skill sets, such as social media marketing, and entrepreneurial sales, to problem-solving frameworks, and important life lessons for current and aspiring entrepreneurs.

Apart from individual sessions, Morrissette Entrepreneurship partnered with Google and Shopify to offer certification series on developing important online tools in the area of e-commerce and online advertising. Over the past year, Morrissette Entrepreneurship hosted more than 50 webinars.

**TO ACCESS OUR COLLECTION OF WEBINARS, VISIT [go.ivey.ca/entrepwebinars](https://go.ivey.ca/entrepwebinars)**



**Due Diligence with  
Natalie Bissett**



**Fundraising  
Fundamentals**



**VC and Angel  
Investment**



**Risk Management**



# WESTERN ENTREPRENEURSHIP AND INNOVATION CENTRE

New building to become Western's pre-eminent interdisciplinary entrepreneurial space

Western University announced the building of the Western Entrepreneurship and Innovation Centre, a place where innovative and collaborative ideas can thrive.

It will act as the heart of entrepreneurship at Western, open to students, alumni, faculty, and staff from all disciplines and academic backgrounds, who are interested in inventing, making, growing, and sharing innovative ideas.

The new building will be Western's first net-zero energy building, taking advantage of geothermal (ground-source) heat and cooling, green roofs, triple-glazed windows, and more.

It will host maker spaces, and co-working areas, designed to bring together students from across disciplines to collaborate on their entrepreneurial ventures.

The 100,000 square-foot building will be located between the Western Law building and Western Student Services Building. The project is led by architect firms, Perkins+Will and Cornerstone Architecture.

**FULL STORY:** [go.ivey.ca/NewBuilding](https://go.ivey.ca/NewBuilding)





Steve Suske, MBA '77

# Suske Prize in Entrepreneurship

The establishment of the Stephen Suske Ivey New Venture Project Award has helped heighten the competition stage of Ivey New Venture Project, while enabling Ivey to honour significant achievements in student innovation and business plan “pitch” presentations.

This year’s HBA winning team was Mentum. Formed in May 2020, Mentum is a B2B Software-as-a-Service (SaaS) company that amalgamates delivery platforms and provides restaurants with their own white-label digital ordering solution. The team consisted of Ivey HBA '21 students Joshua Gao, Kyle Dayton, Shikhar Maheshwari, Cole Moorcroft and Michael Lakkotrypis.

The MBA Award was won by EmpowerMe, which consisted of MBA '21 students Eric Bogodist, Cesar Hesse, Caroline Garrod, Hemaka Priyanatha, Zen Jain, and Ahmed Husain. EmpowerMe’s purpose is to make debt collection cheaper, faster, and safer by digitizing the human-centred debt collections process. They offered an AI-powered platform that provides debt counselling, negotiation, and settlement, removing shame and harassment for the debtor and reputational risk and inefficiencies for the lender.



# Graduate Student Innovation Scholars

In partnership with WORLDDiscoveries®, Morrisette Entrepreneurship continued to bring together Ivey MBA students and graduate students across all disciplines to develop skills in the areas of entrepreneurship and commercialization through the Graduate Student Innovation Scholars (GSIS) program.

Through the program, graduate students explore the commercial viability of technology developed and hosted at Western through WORLDDiscoveries®. Since 2016, more than 93 students have participated in the program.

# The Ivey Academy:

CANADA'S HOME FOR LEADERSHIP DEVELOPMENT



Morrisette Entrepreneurship is a leading voice in providing training for entrepreneurs and entrepreneurial families to take their ventures to the next level.

## QuantumShift™

**CREATING GROWTH**



Founded by Morrisette Entrepreneurship and KPMG Enterprise, the QuantumShift™ Program is a premier educational and training program for high-growth entrepreneurs. Since its inception, the program has seen 676 high-growth entrepreneurs, the real drivers of the Canadian economy, become part of the Western Family. A rigorous five-day developmental experience, QuantumShift™ explores topics that matter to high-growth entrepreneurs, such as Leadership, Finance, Strategy and Human Resources.

**FIND OUT MORE ABOUT THE PROGRAM AT:**  
[go.ivey.ca/quantumshift](http://go.ivey.ca/quantumshift)

## FamilyShift™

**TRAINING THE NEXT GENERATION OF LEADERS**



In partnership with Ivey Academy and KPMG Enterprise, Morrisette Entrepreneurship offers the 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, breakout 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](http://go.ivey.ca/familyshift)

## BDC GROWTH DRIVER CREATING SUCCESS



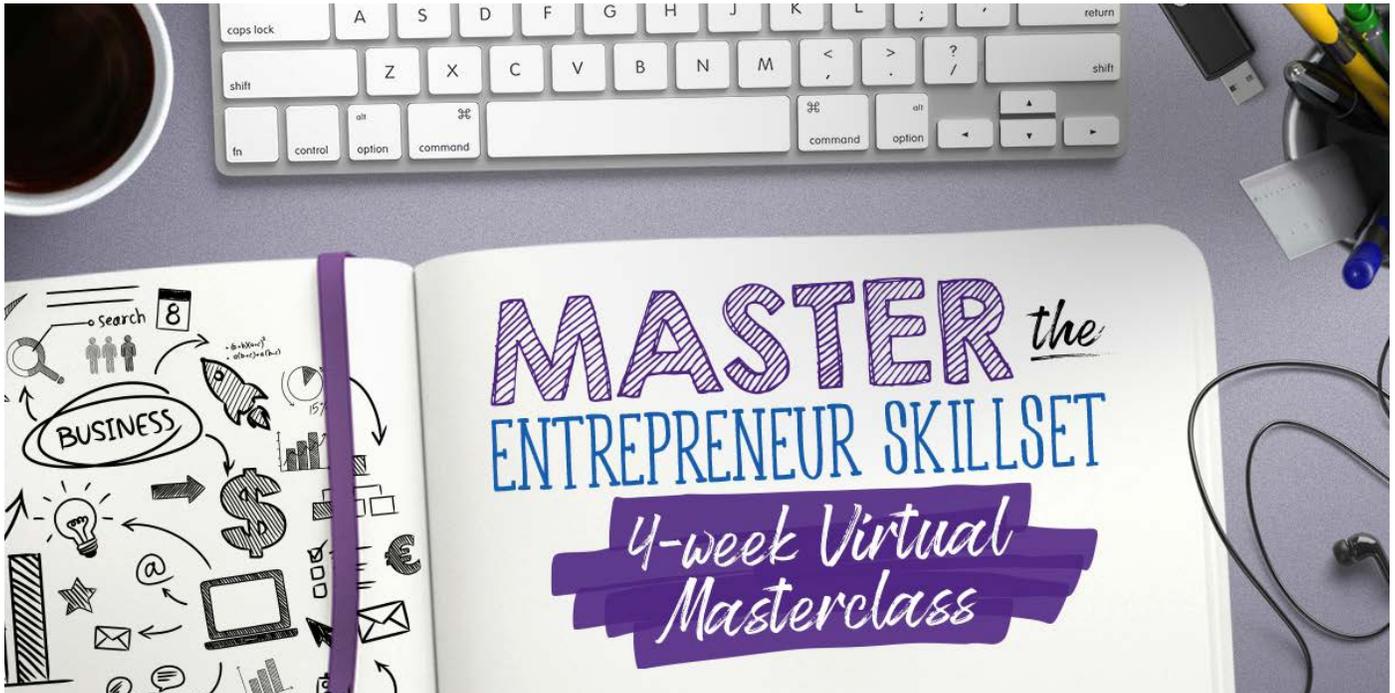
Morrisette Entrepreneurship and Ivey Academy play an integral role in the Business Development Bank of Canada (BDC) Growth Driver Program, designed for leaders of mid-sized businesses with growth potential and ambition. With Morrisette Entrepreneurship's expertise in high-growth entrepreneurship, we 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](http://go.ivey.ca/bdcgrowthdriver)



# MASTER THE ENTREPRENEUR SKILLSET

---



Following its rousing success last summer, Morrisette Entrepreneurship offered the Master the Entrepreneur Skillset online program to more than 200 students, alumni and members of the community.

The course, designed and facilitated by Ash Singh, HBA '04, taught aspiring entrepreneurs the tools, framework and mindset required to succeed as an entrepreneur.

The four-week course helps participants take compelling ideas and transform them into viable, pitch ready business ideas. Since 2015, over 1,000 students and alumni have completed the course.

---

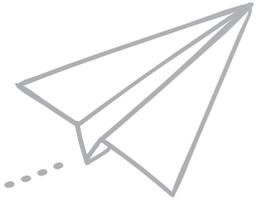
**“Completing the *Master the Entrepreneur Skillset* course was a remarkable experience. I was able to attain a better understanding of entrepreneurial skills and really enjoyed it.”** ~ Vahid Reza Khazaie, PhD Student in Computer Science



Ash Singh

**READ MORE ABOUT THE PROGRAM AT [go.ivey.ca/masterclass](https://go.ivey.ca/masterclass)**

# MORRISSETTE ACCELERATOR



Launched in January 2017, **Morrisette Accelerator** provides an intense, rapid, and immersive education for prospective entrepreneurs.

Morrisette Accelerator is a critical component of the cross-campus Western entrepreneurship ecosystem and is open to Western students, faculty, and recent alumni with an expectation of a full-time commitment. The program is made possible by the support of our generous sponsors: **Libro Credit Union** and **StarTech.com**.

Below are the entrepreneurial teams that launched through the Accelerator during the past year.



## Apricotton

FOUNDER(S): CHLOE BEAUDOIN, HBA '20, AND JESSICA MIAO, HBA '20

Apricotton is an e-commerce company that eliminates the awkwardness of going to the store to buy a girl's first bra. Apricotton provides options tailored to a variety of body types with bras that grow as girls grow.

[apricotton.ca](http://apricotton.ca)



## Blees.Ai

FOUNDER(S): SOJIN LEE, MBA '18

Blees AI's software platform automatically grades students' responses to domain-specific essay questions and provides instant and customized feedback to them.

[blees.ai](http://blees.ai)



BLUE GUARDIAN  
PROTECT BEFORE THEY CONNECT

## Blue Guardian

FOUNDER(S): EMMANUEL AKINDELE, BA '22 CANDIDATE

Blue Guardian offers Canadian parents a better option to protect their children from online threats. Blue Guardian offers a personalized monitoring system, and educational tools for parents to better understand social media platforms.

[blueguardian.ca](http://blueguardian.ca)



## CHIPEET

FOUNDER: MARTIN TOBENNA UGO, MBA '21

Chipeet's leading product is plantain chips, manufactured in Canada and featuring several unique flavours.

[chipeet.com](http://chipeet.com)



## CRANK Lite Beverage Corp.

FOUNDER(S): MICHAEL WOOLFSON, HBA '20 AND JACK JELINEK, HBA '20

Brewed out of London, ON, CRANK Lite is an affordable light beer with a craft beer taste.

[cranklite.com](http://cranklite.com)



FLIK

## FLIK

FOUNDERS: RAVINA ANAND AND MICHELLE KWOK, BMSC '20

Female Laboratory of Innovative Knowledge (FLIK) is a platform and community hub connecting female founders/leaders and students across the world via meaningful apprenticeships.

[weareflik.com](http://weareflik.com)



FULL HABITS

## Full Habits

FOUNDER(S): AUSTIN CHAN, BMOS '24

Full Habits brings self-improvement into the hands of young adults who are interested in the topic but do not yet know where to start.



healthy eats

## Healthy Eats Inc.

FOUNDER(S): LUKE THOMAS, BA '14

Healthy Eats is a meal preparation service, providing nutritious, chef-prepared meals right to your doorstep.

[eatthehealthyeats.ca](http://eatthehealthyeats.ca)



Kabo

## Kabo

FOUNDERS: VIJAY AND VINO JEYAPALAN

Kabo delivers high-quality dog food formulated by top canine nutrition experts to satisfy even the pickiest eaters.

[kabo.co](http://kabo.co)



Legal Edison

## Legal Edison

FOUNDER(S): ANIKET BHATT, BSC'19 AND ZACHARY YUNGBLUT

Legal Edison uses technology to make reading and citing case law faster and easier than ever before.

[legaledison.tech](http://legaledison.tech)



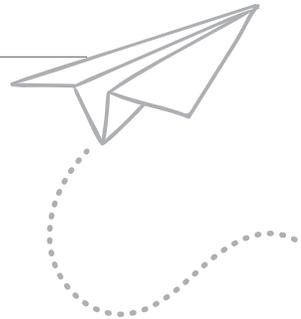
LoWo  
Golf

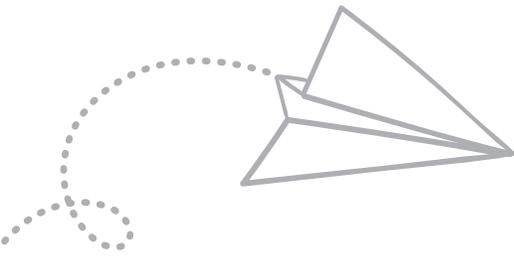
## LoWo Golf

FOUNDER(S): LUCAS WONG, BMOS '14

LoWo Golf designs uniquely patterned golf gloves, made of Cabretta leather, to help the next generation of golfers stand out.

[lowogolf.com](http://lowogolf.com)





### **Marlow**

FOUNDER(S): SIMONE GODBOUT, HBA '20, NADIA LADAK, HBA '20, KIARA BOTHA, HBA '20, NATALIE DIEZYN, HBA '20, ETHAN MILNE, HBA '20, AND HARIT SOHAL, HBA '20

Marlow is a reproductive health brand that believes menstrual products should be thoughtfully designed to meet everyone's unspoken needs. Their first product is an organic, lubricated tampon kit.

[wearemarlow.com](http://wearemarlow.com)

## Memoir

### **Memoir (Storybites)**

FOUNDER(S): MATTHEW DANICS, HBA'22 CANDIDATE, DAVID GEORGE, HBA'22 CANDIDATE, GARETH LAU, HBA'22 CANDIDATE, AND MILTON CALDERÓN DONEFER

Memoir is an interactive platform that enables families to capture and preserve the precious memories and stories from family members across generations.

[storybitesapp.com](http://storybitesapp.com)



### **Mentum**

FOUNDER(S): JOSHUA GAO, HBA '21

Mentum creates a seamless digital retail environment for the restaurant industry, from white-label digital ordering solutions to large-scale touch screen kiosks.

[mentumqr.com](http://mentumqr.com)



### **Mixronline Inc.**

FOUNDER(S): BLAZE CEROVCEC, BENG '21 AND GARVAN DOYLE, B.E.SC '21

Mixronline provides a virtual hang out location where users can chat, video call, play games, complete collaborative projects on Google Suite, and more.

[mixronline.com](http://mixronline.com)



### **Just MYX**

FOUNDER(S): ALBERT BLOOM, HBA '21, AND LELAND CONN, HBA '22

Just MYX makes the process of creating mixed drinks easy and affordable. Just MYX is a liquid concentrate that allows people to create amazing bar-quality cocktails in a matter of seconds with minimal ingredients.

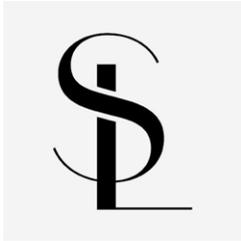


### **ROVR**

FOUNDER: KYLE FARWELL

ROVR is a cross-platform social hub of virtual reality (VR) that enables participants to meet new people and explore new worlds.

[rovrap.com](http://rovrap.com)



## Singla Intimates

FOUNDER(S): RUBAINA SINGLA, MIT

SINGLA provides sustainable fashion through timeless styles, ethical and sustainable production processes, and premium recycled fabrics. The brand delivers high-quality lingerie created from industrial waste to undo the myth that sustainable fashion must compromise on design and style.

[singlaintimates.com](https://singlaintimates.com)



## SizeWize

FOUNDER(S): SHAWN MILLER, BMOS '20, AND ARPIT BHANOT, BENG '20

SizeWize is an app for e-commerce clothing brands designed to significantly reduce apparel returns that are due to inaccurate fit when ordering online, while increasing consumer confidence and conversion.

[sizewize.ca](https://sizewize.ca)

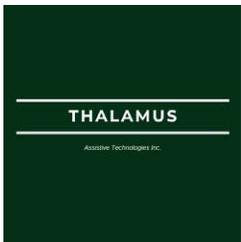


## Team Tailwind

FOUNDER(S): DEVIN GOLETS, MIT

Team Tailwind creates online guidance counselling programs that provide high school students with support during their journey from high school into post-secondary, to better maximize their return on investment in higher education.

[teamtaiwind.ca](https://teamtaiwind.ca)



## Thalamus

FOUNDER(S): WAGNER DE SOUZA SILVA

Thalamus designs innovative smart assistive devices for individuals with special sensory, motor and cognitive needs. Their new walker can monitor gait, brake on its own, and provides a seat that eliminates the need to pivot around the walker to sit down.

[thalamustech.ca](https://thalamustech.ca)



## Tournkey

FOUNDER(S): TYLER CHILDS, BA '09, MA '11

Tournkey is an innovative event ecosystem changing the way all stakeholders own, operate, and participate in sporting events.

[tournkey.app/login](https://tournkey.app/login)

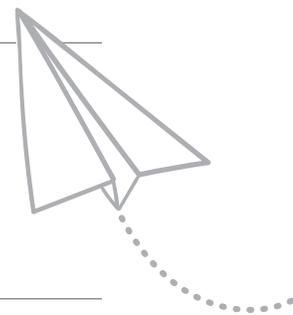


## Untangle Money

FOUNDER(S): KRISTINE BEESE, MBA '10, RIA SAVLA, AND JAMES CHEW

Untangle Money is a by-women, for-women, financial planning and educational platform that acts like a personal financial coach.

[untangle.money](https://untangle.money)



# OUTREACH

# WESTERN ANGELS' DEMO DAY



**From left:** Adam Rice, BA'08 (AssetDirect); Vino Jeyapalan (Kabo); HBA'20 graduates Simone Godbout, Kiara Botha, Nadia Ladak and Harit Sohal (Marlow)



## Western alumni entrepreneurs attract up to \$3.25 million from angel investors

Startups AssetDirect, Kabo and Marlow secured funding to help propel their businesses forward at the inaugural Western Angels' Demo Day.

**CONTINUED FROM PAGE 26**

Western Angels' Demo Day is a semi-annual key event in the Morrissette Entrepreneurship calendar that brings together startups, experienced entrepreneurs, and our community of investors to take startups to the next level.

Ventures are selected to participate at Demo Day through a prequel competition, titled Amplify, that also offers over \$12,000 in prizes. The second edition of our dual competition was held on April 30, 2021, with six teams presenting to 150 investors and alumni.

## Amplify



**TO FIND OUT MORE INFORMATION ON AMPLIFY AND WESTERN ANGELS' DEMO DAY, VISIT [go.ivey.ca/WADD](https://go.ivey.ca/WADD)**

**READ MORE ABOUT OUR FIRST DEMO DAY AT [go.ivey.ca/2020WADD](https://go.ivey.ca/2020WADD)**

## Western Alumni Angels Network (WAAN)

The Western Alumni Angels Network (WAAN) was launched in 2020 to engage, leverage, and stimulate the angel investment community among Western alumni. We aim to democratize angel investing opportunities and create a best-in-class network of diverse, educated investors.

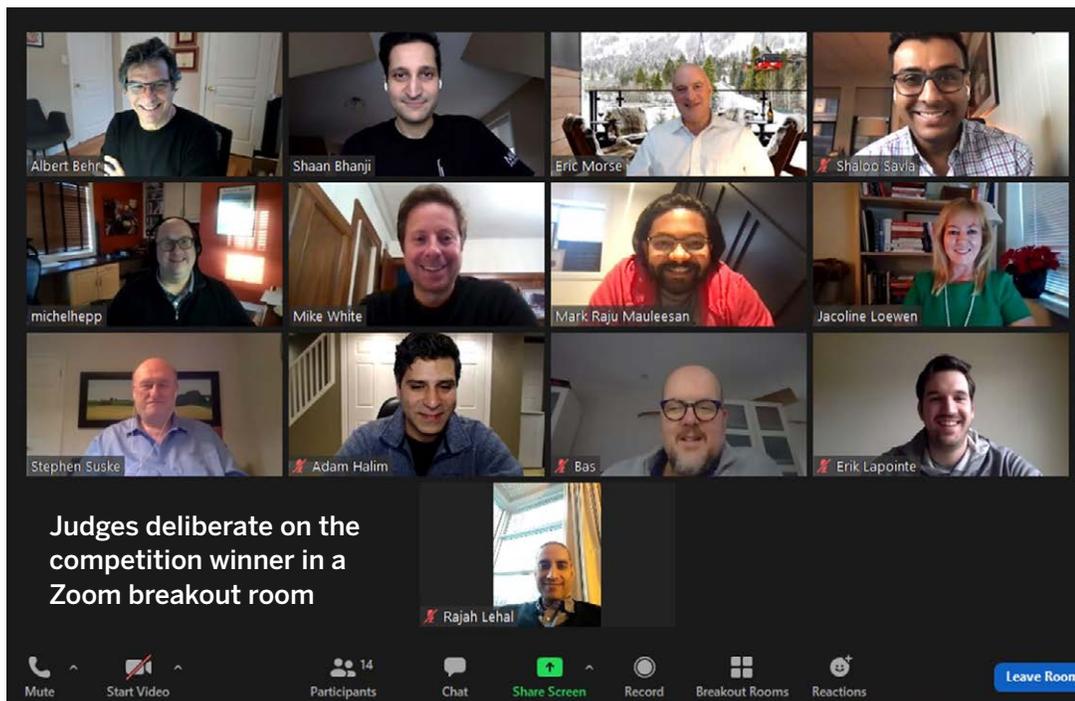
WAAN harnesses the power and influence of the Western and Ivey alumni networks to shape the angel investing ecosystem in Canada. WAAN acts as a community builder, amplifying opportunities for Western alumni to learn about and engage with an angel network, and propel investment in the Canadian economy.

The Network was founded by Natalie Bisset, MBA '06, and Edmond Eldebs, EMBA '16.

**TO LEARN MORE ABOUT WAAN, VISIT [go.ivey.ca/WAAN](https://go.ivey.ca/WAAN)**

# THE IVEY BUSINESS PLAN COMPETITION

Western University scored double wins at the graduate and undergraduate editions of the 2021 Ivey Business Plan Competition, which took place virtually on January 22, 2021.



Eighteen teams from across Canada and the United States gathered via Zoom for the 23rd MBA, and 5th Undergraduate editions of the competition. The two competitions included a combined prize pool of \$45,000.

The 2021 competition included student teams from the University of Arkansas, Michigan State University, Queen's University and Western University.

## MBA Competition Winners

Togle took first-place at the Ivey MBA Business Plan Competition with its volunteer tutoring platform, which helps companies deepen their connections with the communities they serve through volunteerism. Togle was represented by Ivey MBA 2021 students Noah McColl, Wasi Mesbahuddin, and Kartik Gandhi.

## UNDERGRADUATE Competition Winners

Mentum won the top prize of \$15,000 at the Ivey Undergraduate Business Plan Competition. Formed in May 2020, Mentum is a B2B Software-as-a-Service (SaaS) company that amalgamates delivery platforms and provides restaurants their own white-label digital ordering solution. The team included Ivey HBA 2021 students Joshua Gao, Kyle Dayton, Shikhar Maheshwari, Cole Moorcroft and Michael Lakkotrypiss.

## PEMBROKE Asset Management Prize in Social Enterprise

Neutral, a browser plugin that estimates the carbon footprint of Amazon purchases, won second place at the undergraduate event as well as the Pembroke Asset Management Prize in Social Enterprise. Neutral was represented by Cem Torun, HBA '21, Caitlyn Liu, HBA '22 Candidate, Marissa Liu, BSc '21, and Gloria Wu, HBA '21.

**READ MORE  
ABOUT THE  
COMPETITIONS  
AT [go.ivey.ca/  
BPC2021](https://go.ivey.ca/BPC2021)**



Seed Your Startup is designed to help students unlock their entrepreneurial potential. Each year, students from Western University apply to pitch their business ideas for a chance to win one of two \$3,000 cash prizes, as well as a bonus 'Fan Favourite' prize pack.



Winners included Jessica Miao and Chloe Beaudoin of Apricotton (above) that took the Retail Product Award of \$3,000 for their tween-focused bra company. Armon Shokravi of AfterSell won the Technology Services Award of \$3,000 for his Shopify application that allows merchants to easily customize their post-purchase pages to increase sales through product recommendations, discounts, etc. Additionally, Gurveer Bahia and Sucheta Khurana, co-founders of Arise N' Go, won the 'Fan Favourite' public vote for their protein-rich popped water lily seed snack.

## Proteus Innovation Competition

Connor Buffel, Kevin Parker, and Dave Walton, PhD '10, of CAD15 Consultants won the 2021 Proteus Innovation Competition at Western University for their mobile application that helps de-risk investment in chronic pain interventions through improved data.

The Proteus Innovation Competition is an intense four-month competition that challenges individuals to create a viable commercialization strategy for one of five promising technologies from five universities. The 2021 edition included students and technologies from Western University, McMaster University, the University of Windsor, the University of Guelph, and Wilfrid Laurier University.

The competition hosted more than 50 teams, with each university awarding a winner. To find out more, visit [go.ivey.ca/proteusic2020](https://go.ivey.ca/proteusic2020)

## MSK Innovation Competition

Pickle, an app-based diagnostic decision aid for musculoskeletal (MSK) complaints, took the Grand Prize at the 2021 MSK Innovation Competition, held on May 17, 2021. Developed by Alex Deans, a second-year medical student at Schulich School of Medicine & Dentistry at Western University, the app is designed to help primary care physicians, such as family doctors, help with patient diagnosis, if they felt they were stuck or in a "pickle". The team includes Western Associate Professors Caitlin Cassidy MD, FRCP(C), and Steven Macaluso MD, FRCP(C).

The competition invites London-based entrepreneurs working in musculoskeletal health to pitch innovative commercial ideas to judges and potential investors for the opportunity to win over \$30,000 in funding. First launched in the spring of 2019, the MSK Innovation Competition is a joint initiative between The Bone and Joint Institute at Western University and Morrisette Entrepreneurship.

**TO READ MORE ABOUT THE COMPETITION, VISIT [go.ivey.ca/msk2021](https://go.ivey.ca/msk2021)**



# GLOBAL ENTREPRENEURSHIP WEEK

The Institute kicked off Global Entrepreneurship Week 2020, with a virtual fireside chat with sibling entrepreneurs, Kelsey Ramsden, MBA '04, and Trent Kitsch, MBA '07, hosted by David Simpson, MBA '88, Director of the Business Families Initiative at Morrisette Entrepreneurship.

Titled *Entrepreneurship: A Family Affair*, the session focused on the role family life played in choosing a career in entrepreneurship.

Ramsden is Chief Operating Officer of Mind Cure Health Inc. and was twice named Canada's Top Female Entrepreneur by PROFIT and Chatelaine. Kitsch currently runs Kitsch Wines with his wife, Ria, and is the founder of men's underwear brand, SAXX, and DOJA Cannabis Company.

**READ MORE ABOUT THEIR KEY LEARNINGS AT [go.ivey.ca/familyaffair](https://go.ivey.ca/familyaffair)**



## MORE GLOBAL ENTREPRENEURSHIP WEEK EVENTS



← **Becoming Entrepreneurial:** Kindness Cookie Co-founders Deb Parr-Nash and Joanne Lombardi, BA '81, BEd '84, shared how they pivoted their careers from Special Education teaching to starting a food business.

■ **The Entrepreneur Podcast:** Eric Janssen, HBA '09, hosted Andrew D'Souza, Co-founder and CEO of Clearbanc for the season four premiere of the Entrepreneur Podcast.

■ **Virtual Pitching:** Speaker Labs Co-Founders Eric Silverberg, HBA '10, MBA '14, and Eli Gladstone, HBA '10, provided a masterclass in pitching and communicating ideas through the virtual experience.



## Being Comfortable in Your Own Shoes with Ben Varadi of Spin Master Toys

Morrisette Entrepreneurship joined the virtual celebration of Global Ivey Day with a special episode of The Entrepreneur Podcast with Ben Varadi, HBA '94, and Chief Creative Officer at Spin Master Toys. Joining host **Eric Janssen, HBA '09, MBA '20**, Varadi shared his fascinating journey from leaving university to helping create one of the biggest toy companies in the world, and the lessons learned along the way.

Listen to Ben Varadi's story at [go.ivey.ca/benvaradi](https://go.ivey.ca/benvaradi)

### 2021 IVEY ALUMNI ACHIEVEMENT AWARD RECIPIENT

## Patrick Spence, HBA '98 and CEO of Sonos

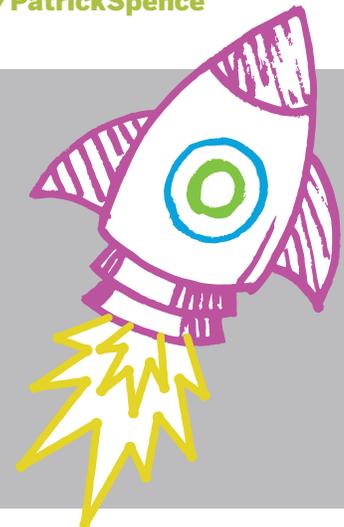


Patrick Spence, HBA '98, CEO of Sonos, was the 2021 recipient of the Ivey Alumni Achievement Award. Spence is an admired leader with significant achievements in the consumer electronics industry who upholds the highest standards set forth by the Ivey Pledge, and the School's mission statement.

To read more and watch his fireside chat with fellow Achievement Award winner Sukhinder Singh Cassidy, HBA '92, visit [go.ivey.ca/PatrickSpence](https://go.ivey.ca/PatrickSpence)

## ENTREPRENEURSHIP & INNOVATION PANEL

Executive Director Eric Morse hosted a panel of Western Founders to discuss a range of topics around entrepreneurship and innovation. The virtual webinar included panelists such as Sukhinder Singh Cassidy, HBA '92 (Founder & Chairman of theBoardlist), Patrick Spence, HBA '98 (CEO of Sonos), Kristina Klausen, HBA '92 (Founder & CEO of PandaTree.com), and Chris Albinson, HBA '90, MBA '93 (Founder & Managing Director of BreakawayGrowth).



# THE ENTREPRENEUR PODCAST

The Entrepreneur Podcast takes listeners through the many aspects of being an entrepreneur from tips & tricks, to managing high-growth organizations, and family businesses. Throughout the season, Ivey faculty hosted highly successful Western alumni entrepreneurs who shared their experiences and advice for established and aspiring entrepreneurs alike.

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



 FOR ALL PODCAST EPISODES, VISIT [go.ivey.ca/entrepodcast](https://go.ivey.ca/entrepodcast)

## Innovation is not always sexy with Nicole Verkindt of OMX

Verkindt, HBA '07, speaks candidly about her journey out of business school, her view of innovation, and why it is vital to Canada's place in the global economy.

**LISTEN HERE:**  
[go.ivey.ca/NicoleVerkindt](https://go.ivey.ca/NicoleVerkindt)

## Changing careers and changing perceptions with Eric Brass of Tequila Tromba

Brass, HBA '05, walks through his entrepreneurial journey, from discovering real tequila, and leaving the world of finance, to creating a modern brand with traditional techniques.

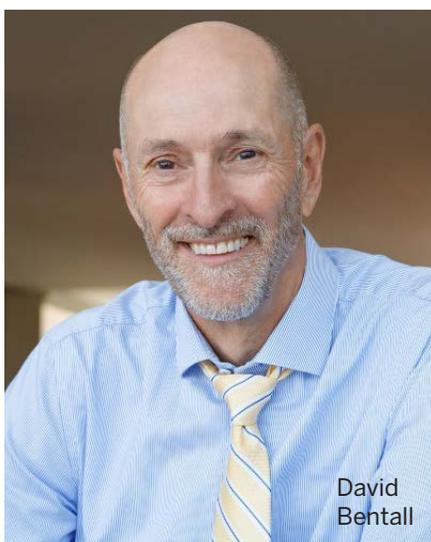
**LISTEN HERE:**  
[go.ivey.ca/EricBrass](https://go.ivey.ca/EricBrass)

## Playing at the highest level with Sukhinder Singh Cassidy

Singh Cassidy, HBA '92, shared her incredible journey across Silicon Valley, the importance of prioritization, and how that changes in startup and large company contexts.

**LISTEN HERE:**  
[go.ivey.ca/SSCassidy](https://go.ivey.ca/SSCassidy)

## CELEBRATING BUSINESS FAMILIES



David  
Bentall

Morrisette Entrepreneurship celebrated business families with a special virtual fireside between Ivey Lecturer and Director of the Business Families Initiative David Simpson, MBA '88, and David Bentall, mentor, advisor and founder of Next Step Advisors.

Bentall discussed his latest book, "Dear Younger Me," where he shared important lessons gleaned from mentoring and supporting advisors, and prominent Canadian business families.

For over two decades, Bentall worked for the family business, which included a seven-year stint as President and CEO of Dominion Construction. Bentall co-founded the Business Families Centre at UBC's Sauder School of Business, where he served as founding chair for five years.

**LISTEN TO THE FIRESIDE CHAT WITH DAVID BENTALL AT** [go.ivey.ca/DBentall](https://go.ivey.ca/DBentall)

# IN THE MEDIA



## Ivey partners with Mitacs to help students and SMEs

*Forbes*

Partnering with the non-profit organization, Mitacs, Ivey launched its Business Strategy Internship program that paired students with small- and medium-sized businesses impacted by the pandemic.

**READ IT HERE:** [go.ivey.ca/bschoolpandemic](https://go.ivey.ca/bschoolpandemic)



## Digital marketing guru shares tips on online stores

*Entrepreneur.com*

Having worked with Kylie Jenner, James Charles, DJ Khaled, and Shaquille O'Neal, Ivey HBA '15, Ryan Ward-Williams, shared eight tips for leveling up the online store.

**READ IT HERE:** [go.ivey.ca/RWWilliams](https://go.ivey.ca/RWWilliams)



## Rower-turned-entrepreneur gains angel investor

*Western News*

Rower turned entrepreneur Nicole Baranowski, BA '19, MSc '21, landed a deal with Clearco, the world's largest e-commerce investor, to help grow her company Hairstrong through its new ClearAngel program.

**READ IT HERE:** [go.ivey.ca/hairstrong](https://go.ivey.ca/hairstrong)



## Punchbowl acquires Vidhug

*TechCrunch*

Punchbowl acquires video sharing site Vidhug, founded by Zamir Khan, MSc '07. Recently renamed, Memento, the site helps users easily record group wishes for special occasions.

**READ IT HERE:** [go.ivey.ca/Vidhug](https://go.ivey.ca/Vidhug)



## Life-saving Western-developed device takes another step forward

*yahoo! finance*

Front Line Medical Technologies received Health Canada approval for an aortic occlusion device with an extremely low profile that provides temporary hemorrhage control and resuscitation.

**READ IT HERE:** [go.ivey.ca/frontlinemed](https://go.ivey.ca/frontlinemed)



## Accelerator alum launches high protein healthy snack

*London Free Press*

While juggling being a full-time student and logistics officer in the Canadian Armed Forces reserves, William Wang, HBA '21, was inspired to venture into entrepreneurship and create Zentein Nutrition's healthy, on-the-go snacks.

**READ IT HERE:** [go.ivey.ca/Zentein](https://go.ivey.ca/Zentein)



## Bras made for teens

Toronto Star

Ivey HBA '20 graduates, Chloe Beaudoin and Jessica Miao, are bent on providing young girls comfortable, non-sexual bras that could last through multiple stages of puberty.

**READ IT HERE:** [go.ivey.ca/teenbras](https://go.ivey.ca/teenbras)



## Men's nail polish is taking off

Wall Street Journal

As the men's cosmetic industry takes off, Umar Elbably, HBA '19, and Fenton Jagdeo, HBA '16, of Faculty, are poised to take flight.

**READ IT HERE:** [go.ivey.ca/mensnailpolish](https://go.ivey.ca/mensnailpolish)



## Rise of immersive experiences

Entrepreneur.com

Dubai-based Entrepreneur Sameer Ali, HBA '10, is reshaping the region's Entertainment and Leisure Sector.

**READ IT HERE:** [go.ivey.ca/ImmersiveExp](https://go.ivey.ca/ImmersiveExp)



## Wealthsimple raises \$610M (USD) at a \$4B valuation

TechCrunch

Wealthsimple, the brainchild of Ivey HBA '09 Michael Katchen, raises one of the largest rounds of Canadian private tech funding.

**READ IT HERE:** [go.ivey.ca/Wealthsimpleraise](https://go.ivey.ca/Wealthsimpleraise)



## School project on tampons attracts \$500K backing

London Free Press

Ivey HBA 2020 graduates, Simone Godbout, Kiara Botha, Nadia Ladak, Harit Sohal and Natalie Diezyn turned a school project on tampons into a startup with \$500K backing.

**READ IT HERE:** [go.ivey.ca/tampon500k](https://go.ivey.ca/tampon500k)



## A healthy alternative for a nation of snackers

CBC News

Roommates and business partners, kinesiology students Sucheta Khurana and Gurveer Bahia launched Arise N' Go, a healthy snack of popped water-lily seeds.

**READ IT HERE:** [go.ivey.ca/arisenngo](https://go.ivey.ca/arisenngo)



## Toronto-based PartnerStack raises \$35 million

BetaKit

PartnerStack, founded by Bryn Jones, BA '11 and Luke Swanek, BA '11, secured approximately \$35 million in Series B financing as it looks to help more software-as-a-service (SaaS) companies accelerate their growth through channel sales.

**READ IT HERE:** [go.ivey.ca/partnerstack](https://go.ivey.ca/partnerstack)

# MESSAGE FROM THE CHAIR OF THE ADVISORY BOARD



**PAUL SABOURIN** | Chairman & CIO,  
Polar Asset Management Partners

I am pleased to report on my second year as Chair of the Morrisette Entrepreneurship Advisory Board, which is intended as a resource and sounding board for students, faculty, and alumni as it relates to all things entrepreneurship at Western University.

Over the past year, we met a number of challenges (COVID-19 and digital meetings being the most obvious); however, I am buoyed by the thought that the Entrepreneurship Advisory Board was able to advance a number of new initiatives and expand our reach within Western University and outside of the London ecosystem. During this time, our Executive Committee (including Vice-Chair Erik Mikkelsen and four enthusiastic committee chairs in Alexa Nick, Andrew Barnicke, Connie Clerici and Kevin Sullivan) met regularly to promote and grow the reach of Entrepreneurship across campus. We've been busy: Completing two Demo Days, which helped showcase and bring funding to a number of Western-attached startups; launching a new and much-improved website; beginning a very successful fundraising campaign to support the new entrepreneurship building and all the programs that will be housed in it; bringing into view a new entrepreneurship scholarship model for students; continuing our outreach with the Ivey and Western Alumni; and, expanding and growing the footprint of Entrepreneurship across Western.

I'd like to thank Pierre Morrisette and his family for their generous financial gift, announced in May of 2021, that will help solidify and continue Pierre's long-standing passion for Entrepreneurship at Ivey and Western. Pierre has been a leader and promoter of Entrepreneurship at the school for well over 15 years.

Over the next year, we have four broad initiatives. We want to continue to shine a brighter light on the various entrepreneurship resources that are readily available to all our stakeholders; put into place an additional funding mechanism – as an adjunct to Demo Day – that Western students, faculty, and alumni can access to help further their entrepreneurial dreams; continue to promote Western's role in Entrepreneurship education across Canada; and finally, continue to work on funding our new, dedicated Entrepreneurship building. A key piece of our work is to continue to engage stakeholders across campus, inviting them to partner with us on our mission to make Western the premier destination for entrepreneurship education. We believe our focus on entrepreneurship education for all of Western will help encourage students and alumni to pursue their passions.

Please join me in thanking all our committed volunteers, who are playing an important role in expanding Entrepreneurship across Western University and beyond.



## ADVISORY BOARD MEMBERSHIP

### CHAIR

---

**PAUL SABOURIN, MBA '80** Chairman & CIO, Polar Asset Management Partners

### VICE-CHAIR

---

**ERIK MIKKELSEN, HBA '06** President & Chief Revenue Officer, Stealth Monitoring

### MEMBERS

---

**TAYLOR ABLITT, HBA '10** Co-Founder & CEO, Dibly

---

**IAN AITKEN, HBA '87** Managing Partner, Pembroke Management Ltd

---

**ANDREW BARNICKE, HBA '83** President, Barnicke Investments and Consulting

---

**STEPHEN BOLTON, EMBA '07** Head Coach, President & CEO, Libro Financial Group

---

**SARAH BUCK, BA '00** Director, Morrissette Institute for Entrepreneurship

---

**MICHAEL CARTER, MBA '97** Strategic Advisor, Deloitte Capital

---

**SHAHEROSE CHARANIA, HBA '04** Co-Founder & CEO, Women 2.0

---

**CONNIE CLERICI, QS '08** Executive Chair of the Board, Closing the Gap Healthcare Group

---

**JENNIFER COULDREY, HBA '10** Executive Director, The Upside Foundation

---

**PERRY DELLELCE, BA '85** Managing Partner, Wildeboer Dellelce LLP

---

**STEVE DENGLER, BA '93** Co-Founder & Director, XE.com

---

**BARBARA DIRKS, LLB '98, MBA '98** Principal and Founder, Olivia Mitchell Inc.

---

**MICHAEL GREEN, HBA '11** Principal, Polar Asset Management Partners

---

**SHARON HODGSON** Dean, Ivey Business School

---

**JAN KESTLE, BSC '69** President, Environics Analytics

---

**KENNETH KIRSH, LLB '86** Senior EVP & Chief Operating Officer, Sterling Silver Development Corp.

---

**CHRISTIAN P. LASSONDE, BSC '97, BESC '98** Founder & Managing Partner, Impression Ventures

---

**CHRISTINE MAGEE, HBA '82** President & Co-Founder, Sleep Country Canada

---

**DARREN MEISTER** Associate Dean, Faculty Development, Ivey Business School

---

**ERIC MORSE** Special Advisor to the President, Director of Western Entrepreneurship, Executive Director, Morrissette Institute for Entrepreneurship

---

**ALEXA NICK, MBA '95** Managing Partner, Level5 Strategy

---

**SARAH PRICHARD** Acting Provost & Vice-President (Academic), Western University

---

**KELSEY RAMSDEN, MBA '04** Co-Founder, President & CEO, Mind Cure Health

---

**JOHN ROTHSCHILD, MBA '73** Board of Directors, Cara Operations Limited

---

**MONA SABET, LLB '92** Chief Corporate Strategy Officer, User Testing

---

**SARAH SASKA, PHD '16** Co-Founder & CEO, Feminuity

---

**SAM SEBASTIAN** President & CEO, Pelmorex Corp.

---

**PAUL J. SEED, BA '84** Co-founder & CEO, StarTech.com Ltd.

---



# **CONTACT US**

**If you are interested in  
engaging with the Morrissette  
Institute for Entrepreneurship,  
please contact us at  
[entrepreneurship@uwo.ca](mailto:entrepreneurship@uwo.ca)**

**Morrisette Institute for Entrepreneurship**

Entrepreneurship.uwo.ca

**Ivey Business School**

Western University  
1255 Western Road  
London, ON, Canada N6G 0N1  
519-661-4220

 @MorrissetteEntr

 facebook.com/Morrissette.Entrepreneurship

 linkedin.com/company/morrissette-entrepreneurship/

