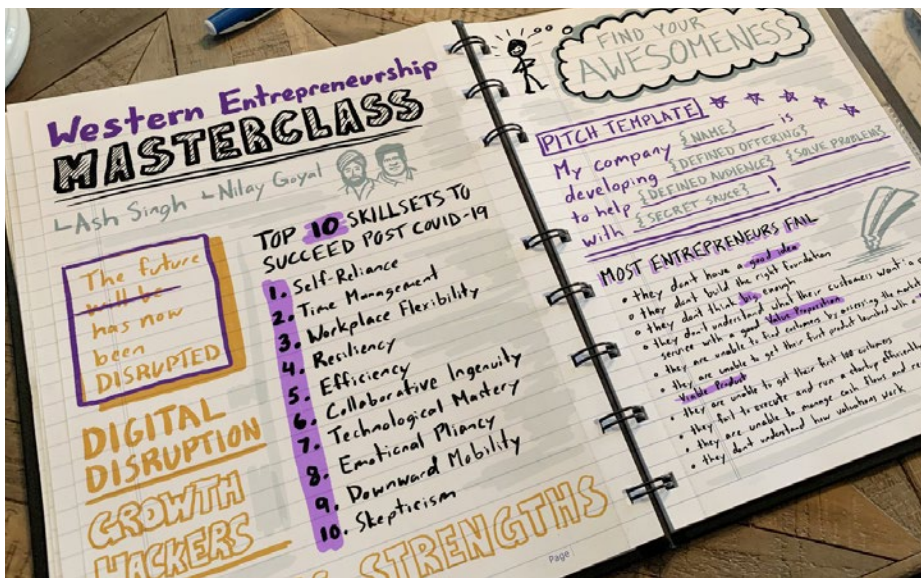


IVEY PIERRE L. MORRISSETTE INSTITUTE FOR ENTREPRENEURSHIP



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MESSAGE FROM THE EXECUTIVE DIRECTOR



**WE HAVE TAUGHT
AND TRAINED OUR
STUDENTS FOR SUCH
A TIME AS THIS.**

ERIC MORSE

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

As we complete another academic year, the coronavirus pandemic, and corresponding movement for a more just society, leave an indelible mark and looms large over our common future.

It seems trivial to say that the past few months have been challenging.

Our students had a significant part of their university journey curtailed, many graduating in private with family and friends, and moving into an uncertain future, and job market. Our alumni and entrepreneurship communities have been under tremendous pressure as the economy came to a halt, and their livelihood threatened.

At the Institute, many of our major programs were transformed into digital experiences, or postponed altogether. Amongst the latter was the QuantumShift™ program, which has always been

one of my highlights of the year. The opportunity to gather in a room with dynamic entrepreneurs, each eager to take their ventures to the next level, creates a special magic that has become even more precious in the past few months.

Entrepreneurship – now more than ever

In the midst of this crisis, the importance of our work has not diminished; rather, it has been further elevated. The wide-scale economic impact reminded the world of the vital role entrepreneurs play in creating jobs, supporting communities, driving innovation, and growing local and global economies.

As the lockdown rolled out, we were moved to action. What could we do to mobilize our resources and expertise to provide new avenues of learning for our students, alumni, faculty, staff, and entrepreneur community? Our response was widespread, from simply restructuring our website for better access to resources, to creating a completely new course for aspiring entrepreneurs around the world.

Continued next page →

Some of the highlights include our 'Master the Entrepreneur Skillset' program, a six-week course that took participants from ideation to pitching to investors. The demand was overwhelming and we had more than 2,500 members of the Western community sign-up for this opportunity. We worked with national non-profit organization, Mitacs, to launch the Business Strategy Internship (BSI) Program, through which we provided 50 internship opportunities, connecting our bright students with small- and medium-sized companies looking for new strategies to adapt to the post-COVID-19 environment.

We introduced our first webinar series, tackling topics in entrepreneurship from startup, to pivot. These were useful resources for both aspiring and nascent entrepreneurs, teaching both the nitty gritty of setting up a business, to best practices from experienced founders on communications, sales, and marketing. I had the opportunity to host a panel of entrepreneurs who had pivoted their ventures to meet the challenges of COVID-19, which itself was another confirmation of the role entrepreneurs will play in our post-pandemic recovery.

Our coverage on COVID-19 also included editorial content from both our faculty and alumni practitioners on how to adapt and survive through difficult times. Our ongoing podcast series touched on relevant topics, including a fascinating episode with recent graduates who launched startups in response to the unstable job market.

Let's not forget, there was life prior to the pandemic as well, during which time the Institute achieved a number of major accomplishments.

We ran a successful Business Plan Competition Weekend; had one of our largest cohorts of the Ivey Entrepreneurship Bootcamp; hosted a campus-wide celebration of entrepreneurship during Global Entrepreneurship Week; and, had a record number of applications for our Graduate Student Innovation Scholars program, and Western Accelerator.

Additionally, our Ivey faculty have been deeply involved in planting entrepreneurship themes and processes throughout Ivey's HBA core program through initiatives like the Ivey Design Project, and together with our PhD students, we have taken entrepreneurship courses into the larger Western Community.

Developing leaders. Creating the future.

While the pandemic has been a dominant force this past year, we've continued to work through our mission to bring entrepreneurship across Western University, and truly establish ourselves as the school that best prepares entrepreneurs.

At the heart of this approach is the knowledge that high-growth ventures are built by people, not technology. At Western, we teach entrepreneurship by focusing on the skills, resources,

processes, and attitudes that enable leaders to successfully create and grow new organizations.

Together with our Institute team, partners across campus, and the Western Entrepreneurship Advisory Board, we have continued to forge a path ahead through a strategic process that will build on our strengths, engage a wider audience, expand our programming, and better tell our story.

In terms of engagement and increasing our reach, we not only want to embrace a model that addresses interdisciplinary forms of entrepreneurship, but one where a deeper form of diversity and inclusivity is celebrated. This means not merely offering an open door, but actively working with our campus partners to make meaningful connections.

Part of that challenge is helping students, alumni, and other stakeholders see themselves as entrepreneurs. Over the next year, one of our objectives is to showcase the entrepreneurship journey at Western – through our programs and initiatives, as well as our alumni and students – to help members of our Western community discover their own pathway into entrepreneurship.

We are also eager to create resources for our stakeholders when it comes to investment or pedagogy around investment decisions or acquisitions. We will put more emphasis on training entrepreneurs on how to work with investors, and likewise support alumni on how to become Angel Investors. In the coming year, we will be working with both Western and Ivey Alumni Associations to create a Western Angel Network to support our growing ecosystem.

Furthermore, while our initial timeline has been altered, we are continuing to work towards the creation of a Western Entrepreneurship building, one that will be a locus for a vibrant community of students and alumni founders, aspiring entrepreneurs, and the curious.

All of this will take place against a backdrop of continual improvement in the programming we are already delivering. We will also look to enhance the development of expertise through new opportunities for mentoring, experiential learning, and core curriculum for students across campus. By embarking on this effort, we are confident we will build a global reputation in entrepreneurship education that is second to none.

As we look towards the coming year and all its challenges, we are also reminded that there are many opportunities... to shape the future of business and society; to build character in areas of taking calculated risk, thriving under uncertainty, and persisting through failure.

Few disciplines can harness the power of creativity and character to influence change like entrepreneurship.

We have taught and trained our students for such a time as this.

THE ENTREPRENEURSHIP RESEARCH INITIATIVE



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

The Entrepreneurship Research Initiative had another outstanding year, as members enjoyed extraordinary research publication success. Our members continue to make an exceptional impact on Ivey's international standing and external quality ranking by publishing in prestigious top-tier journals.

Entrepreneurship faculty supervise seven doctoral students, one of the largest groups of PhDs within the School. We remain active in the international conference scene, and are looking forward to co-organizing the Great Lakes Entrepreneurship Network (GLEN)

conference with our partners at Wisconsin-Madison next May. The conference will bring together entrepreneurship faculty and doctoral students from leading schools in North America.

BUSINESS FAMILIES INITIATIVE



DAVID SIMPSON, MBA '88 | Lecturer

The Business Families Initiative continues to be a key component for our support of entrepreneurial families. We have successfully completed our third edition of the FamilyShift™ program with our partners KPMG Enterprise and The Ivey Academy. The annual week-long program brings the next generation of family enterprise leaders together to develop skills and nurture this vital part of the global economy.

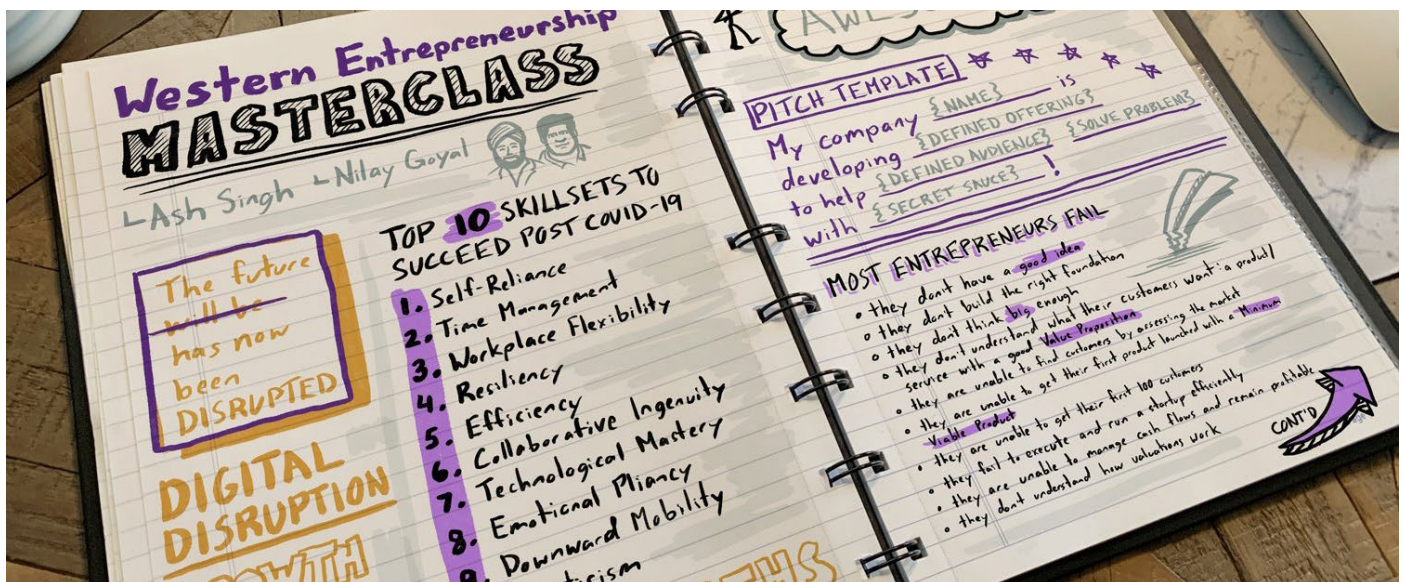
We also celebrated our 16th annual Business Family Day with a fireside chat with Paul Desmarais III, Senior Vice-President of Power Corporation of Canada. He shared with 200 guests the unique governance structures his family put in place to ensure each succeeding generation continued on a path of independent, personal entrepreneurship, coupled with an overall ownership structure that ties family together through generations.

The COVID-19 crisis also required adjustments. The Family Business Directors Alliance Conference, which we were to host this summer, became a virtual gathering, pushing our Toronto edition to June 2021. Our partners at the Family Enterprise Xchange also moved the FEA program to a virtual model this spring, and it continues to train advisors to business families.

RESPONDING TO COVID-19

With the wide-scale impact of COVID-19 on our students, alumni, and entrepreneurship community, the Entrepreneurship Institute eagerly shared its expertise and resources through new learning opportunities, mentorship, and support, to prepare our community for its role in Canada's post-coronavirus recovery.

SUPPORTING THE WESTERN COMMUNITY THROUGH ENTREPRENEURSHIP



More than 2,500 students, alumni, staff, and faculty from the Western community around the world registered for a six-week, virtual entrepreneurship course made available for free by Western Entrepreneurship and Ivey Business School.

It is a success story, organizers say, that stands as a tribute to the campus community's entrepreneurial spirit – even in the most difficult of times.

“This feels like a launch of a new business,” said Eric Morse, Special Advisor to the President and Director of Entrepreneurship at Western. “It is an entrepreneurial response to the challenges we are all facing. It was a tight window in which to make this happen. This has been an exciting response by the university.”

The Master the Entrepreneur Skillset course is designed to introduce its students to the tools and mindset required to succeed as an entrepreneur. Material is delivered via video lecture, as well as through a range of online tools, including 'ask an expert'-style webinars with Western faculty and alumni entrepreneurs.

The six-week course was made freely available (all tuition and fees waived) to the Western community.

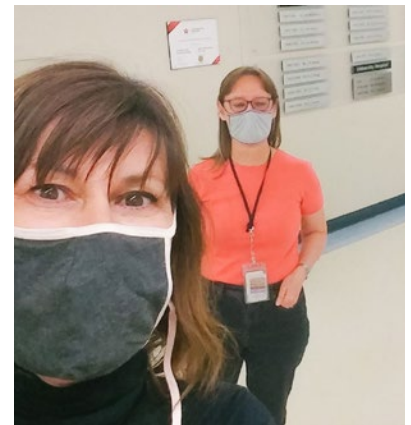
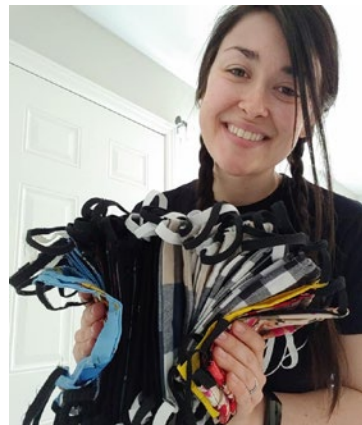
It was the right tool at the right time, stressed Ash Singh, HBA '04, Master the Entrepreneur Skillset course instructor.

READ MORE ABOUT THE PROGRAM:
go.ivey.ca/masterclass2020

ACCELERATOR ALUMS RALLY ROUND COMMUNITY DURING COVID-19

The COVID-19 pandemic deeply affected communities across Canada, stretching medical professionals, disrupting supply chains, and inflicting massive job losses. Entrepreneurs from the Western Accelerator stepped up to do what they could to support Canadians through this crisis. From donating products to front-line workers to pivoting their business models to address urgent business needs, here's how Western Accelerator alumni assisted during COVID-19.

READ MORE ABOUT OUR ALUMNI RESPONSE: go.ivey.ca/alumsrally





The Atrium Project

about 5 months ago



An article about The Atrium Project is now live on The London Free Press!

Check it out to find out more about the project and who's behind it.

A 20-year-old London app developer who's been building games and platforms for years said the coronavirus pandemic gave his newest project purpose.



Os & Oakes

about 4 months ago



With your help, we have donated 175 beanies, and 250 fabric masks to our frontline health care workers! That's just under \$5,000 (retail value) in product that we have been able to contribute to our health-care community.

We feel so fortunate that we're able to facilitate campaigns like these that give back to those who are working tirelessly to keep us healthy and safe!

Thank you to our frontline workers and to all of you who've helped us to provide this small token of our appreciation.



MakerBars

about 4 months ago



We are continuing to send snacks to health workers and the food bank. Please share this post to support for free, and if you would like to try our snacks now is a great time with our BOGO (Buy one Give one).

We are donating cases of product for every purchase. There are various options to support on our charity page, as well as corporate donation options



Miistro - Music Lessons

about 5 months ago



Does a Monday still feel like a Monday when you're self isolating???

If you're needing something to look forward to this week, we are still offering free online music lessons to new students until April 6th! You don't need to continue with lessons afterwards, enter in payment info, or jump through any extra hoops! Simply sign up, and learn music. For free!

If you've always wanted to learn an instrument, there is seriously no better time than now, so send us a note at hello@miistro.com, and one of our Miistro teachers would be happy to help make some lemonade out of these socially distanced lemons



COVID-19 COVERAGE

PIVOTING YOUR BUSINESS DURING A TIME OF CRISIS



Eric Morse hosted three alumni entrepreneurs who had successfully pivoted their business assets to create new value for the market while thriving in an uncertain economic climate.

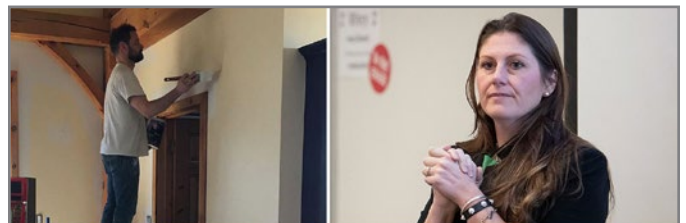
The panelists included Geoff Dillon, BSc '10, founder of Dillon's Small Batch Distillers; Jenessa Olson, MSc '18, BA'14, co-founder of Clearzone and STMNT; and, Larry Lau, MBA '18, BA'09, co-founder of TakeCare Supply and Eighty8 Ventures.

REPLAY THIS WEBINAR: go.ivey.ca/pivotpanel

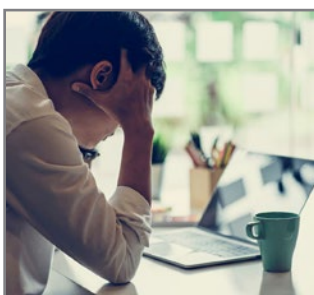
HOW TO SURVIVE THROUGH HARD TIMES

Many Ivey entrepreneurs and faculty shared their experiences, and expertise on how to survive the COVID-19 crisis. Below, a roundup of the stories

READ THESE STORIES: go.ivey.ca/covidcoverage



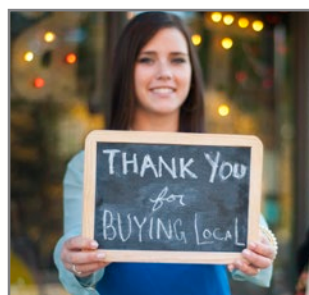
“ Entrepreneurial teaching is needed more than ever during the COVID-19 crisis



“ Tips for entrepreneurs dealing with the pandemic



“ Kelsey Ramsden's advice for entrepreneurs during COVID-19



“ Thinking of small businesses during COVID-19



“ How should entrepreneurs react to COVID-19 with Marysia Czarski



IMPROVING COMMUNICATION IN A WORK-FROM-HOME WORLD



With millions forced to stay indoors due to the pandemic, the concept of Work from Home (WFH) has gone mainstream.

Working from home has its benefits: reduced commutes, added convenience, and increased family time. It has also made sweatpants far more acceptable to wear to work. At the same time, this new working dynamic has created complexities in how we communicate, especially as we add more people to the virtual space.

Eric Janssen, Lecturer in Entrepreneurship, spoke to Eric Silverberg and Eli Gladstone, Co-founders of **Speaker Labs**, who shared their wisdom on how to be better communicators in the new WFH world.

LISTEN TO THE PODCAST, VISIT: go.ivey.ca/wfhpodcast



GLOBAL IVEY DAY 2020

The Institute joined students and alumni around the world to celebrate Global Ivey Day, May 7, 2020. The virtual celebration, with the central theme of 'resilience,' featured aspiring and current entrepreneurs who shared how they adapted to the impact of COVID-19.

WATCH OUR INSTAGRAM TAKEOVER: go.ivey.ca/GID2020

IVEY AND MITACS PARTNERSHIP CREATES BUSINESS STRATEGY INTERNSHIP PROGRAM

The Entrepreneurship Institute and Ivey Business School partnered with national not-for-profit organization, Mitacs, to deliver 50 internship opportunities through the Business Strategy Internship (BSI) program.

The program awarded \$10,000 per student to undertake a four-month strategic project with a small- or medium-sized company (SME). Students undertook a strategic analysis of an SME to help the organization restore or modify its business operations in a new business environment disrupted by the pandemic. Throughout the project, Mitacs provided online professional development opportunities to students.

READ FORBES' COVERAGE OF THE PROGRAM: go.ivey.ca/iveybsi

Mitacs is a national not-for-profit organization that designs and delivers research and training programs in Canada. For 20 years, Mitacs has worked with more than 65 universities and academic institutions, thousands of companies, and federal and provincial governments to build partnerships that support talent development and deployment.

RESEARCH

FACULTY PROFILES: **JANICE BYRNE,** **ASSISTANT PROFESSOR,** **ENTREPRENEURSHIP**



Janice Byrne is originally from Dublin, Ireland, and comes to Ivey from **IESEG School of Management** in Paris, France, where she was an associate professor of Human Resource Management and Organizational Behaviour. Her research focuses on gender and entrepreneurship/family business. From 2014 to 2018, she was academic director of **Led By HER**, an entrepreneurship education and training program for women who have experienced domestic and sexual violence.

READ MORE: go.ivey.ca/janicebyrne

IVEY ENTREPRENEURSHIP STATISTICS



JOURNAL PUBLICATIONS

676	graduates from QuantumShift™
108	graduates from FamilyShift™
143	graduates from the BDC's Growth Driver Program
400	local entrepreneurs have graduated from the Entrepreneur 1.0 program
396	HBA students have completed the Certificate in Entrepreneurship since 2005
277	MBA students have completed the Certificate in Entrepreneurship since 2005
MORE THAN 2,800	MBA and HBA students have completed the New Venture Project since its inception in 2005
427	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
4,230	cases hosted by Ivey Publishing in the field of Entrepreneurship

PARKER, S. C.; GAMBLE, E.; MOROZ, P. W.; BRANZEI, O., 2019, "The Impact of B Lab Certification on Firm Growth", *Academy of Management Discoveries*, March, 5(1): 55 - 77.

BYRNE, J.; FATTOUM, S.; THEBAUD, S., 2019, "A Suitable Boy? Gendered Roles and Hierarchies in Family Business Succession", *European Management Review*, November, 16(3): 579 - 596.

JARRODI, H.; BYRNE, J.; BUREAU, S., 2019, "A political ideology lens on social entrepreneurship motivations", *Entrepreneurship and Regional Development*, August, 31(7-8): 583 - 604.

LAMINE, W.; FAYOLLE, A.; JACK, S.; BYRNE, J., 2019, "The role of materially heterogeneous entities in the entrepreneurial network", *Industrial Marketing Management*, July, 80: 99 - 114.

LR HUBER, L.R.; SLOOF, R.; VAN PRAAG, M.; PARKER, S.C., 2020, "Diverse cognitive skills and team performance: A field experiment based on an entrepreneurship education program," *Journal of Economic Behavior & Organization* 177, 569-588.

MASUCCI, M.; PARKER, S.C.; BRUSONI, S.; CAMERANI, R., 2020, "How are corporate ventures evaluated and selected?" *Technovation*, 102126.

SUÀREZ, J.L.; WHITE, R.E.; PARKER, S.C.; JIMENEZ-MAVILLARD, A., 2020, "Entrepreneurship and the mass media: Evidence from big data." *Academy of Management Discoveries*, 1.

FONSECA, R.; LORD, S.; PARKER, S.C., 2020, "Self-Employment at Older Ages in Canada", *CIRANO, Centre interuniversitaire de recherche en analyse des organisations*.

ENTREPRENEURSHIP CASES

Medicloud Singapore: Digital Health Entrepreneurship in an Evolving Industry
Yun Su, Dominic Lim

Success HR: Simplifying for Success
Dominic Lim, Jarvis Lu, Amaara Dhanji

Axess Law Professional Corporation: The Next Level of Growth
Dominic Lim, Ramasastry Chandrasekhar

Lightenco: Reaching the Limits of Bootstrapping?
Simon Parker, Ramasastry Chandrasekhar

Conexus Credit Union: Anchoring a Digital Technology Start-up Ecosystem
Simon Parker, Peter W. Moroz

Yuser: Pitching a New Social Networking App
Simon Parker, Lawrence A. Plummer, Eunika Sot

TEACHING

UMAR ELBABLY, HBA '19 MAKING MEN'S MAKE-UP MAINSTREAM

WITH HIS CREDIT CARD
MAXED AND \$5 IN HIS
CHECKING ACCOUNT,
ELBABLY WAS INVITED
TO PITCH...



The world over, the cosmetic industry is estimated to be worth more than \$500 billion. Walk past a make-up aisle, and one will glimpse recognizable faces, bold branding, and a variety of products.

Still, the industry is primarily, if not entirely, targeted towards women.

That is a trend Umar ElBably, HBA '19, is hoping to change with **Faculty**, a makeup brand that is approachable for men.

"The data supports that there is a market, and that market is actually waiting for these products. But they have to be communicated in a certain way," said ElBably.

Having been hit by the idea while walking through the aisles of a Shoppers Drug Mart, ElBably took the concept through his New Venture Creation class, and the New Venture Project (NVP).

"One of the best ways to get an entrepreneurship professor to take notice is to show the data," said Larry Plummer, Director of the New Venture Project (NVP). He was impressed by ElBably and his team's ability to build a compelling case with research that showed millennial men were having cosmetic surgery to fix blemishes at a record rate.

ElBably's pitch at the end of NVP made such an impression that he took Faculty to investors across Canada and the United States, eventually sealing a spot with Bolt, a San Francisco-based venture capital firm.

MORE ON UMAR ELBABLY AND FACULTY: go.ivey.ca/elbably



ENTREPRENEURSHIP PLAYS AN INTEGRAL ROLE IN IVEY DESIGN PROJECT

Faculty from Entrepreneurship, Communications, and Leveraging Information Technology collaborated to create the latest edition of the Ivey Design Project. The five-day immersive experience for HBA1 students acted as an introduction to design thinking, which is an important tool that helps students understand their potential customers and their needs before creating products or services.

Throughout the week, students were taught the basics of interviewing people, how to discover their problems, and find solutions.

MORE ABOUT THE EXPERIENCE: go.ivey.ca/iveydp2020

BDC GROWTH DRIVER

2020 saw the completion of the seventh cohort of the Business Development Bank of Canada (BDC) 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 140 business leaders to take their businesses to the next stage of success.

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



ENTREPRENEURSHIP BOOTCAMP

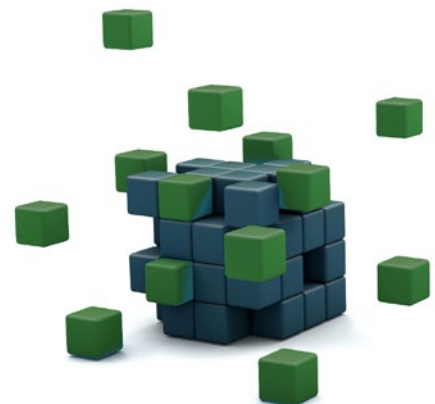


Since 2015, the Entrepreneurship Institute has partnered with Ash Singh, HBA '04, to develop a startup bootcamp program that gives participants the experience of building a venture within a weekend, turning raw ideas into viable, pitchable ventures within 48 hours. To date, more than 400 students from Ivey Business School and Western University have participated.

GRADUATE STUDENT INNOVATION SCHOLARS (GSIS)

The Graduate Student Innovation Scholars (GSIS) program promotes and endorses skill development for graduate students across all disciplines; creation and development of new ideas; personal entrepreneurship; continued career growth; and, work ethic and business accomplishments.

The program partners PhD students with Ivey MBAs to explore the commercial viability of technology developed and hosted at Western through our program partners, WORLD DISCOVERIES. Since 2016, more than 69 students have participated in the program.



STEPHEN SUSKE, MBA '77

NEW VENTURE PROJECT AWARDS

The Stephen Suske New Venture Project Awards recognize the HBA and MBA teams with the best new venture concept based on their investor presentations at the New Venture Project Final Presentations on November 22 and 29, 2019.



THE HBA WINNING TEAM, MARLOW: (formerly named Sulo): From left: Natalie Diezyn, Simone Godbout, Kiara Botha, Nadia Ladak, and Ethan Milne. Team members Harit Sohal and Anthony Tan not pictured.



THE MBA WINNING TEAM, LAV: From left: Peter Sigalos, Logan McGinn, and Julia Gordon. Team members Hina Shahid, Shane Nightingale, and Alexander Day not pictured.

EXECUTIVE EDUCATION

The Institute continues to be a leading voice in providing training for entrepreneurs and entrepreneurial families to take their ventures to the next level.

QUANTUMSHIFT™



Founded by the Morrisette Institute for 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 Ivey Family. A rigorous five-day developmental experience, QuantumShift™ explores topics that matter to high-growth entrepreneurs, including Leadership, Finance, Strategy and Human Resources.

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 third 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

WESTERN ACCELERATOR



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

Western 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.



ariseonthego.ca

ARISE N' GO

CO-FOUNDERS: GURVEER BAHIA AND SUCHETA KHURANA

ARISE N' GO aims to promote mindful snacking on the go with a centuries-old ingredient called Makhana, also known as popped water lily seeds. The brand seeks to transform a simple ingredient that accommodates your dietary restrictions into a crunchy and flavorful snack with real ingredients that you can pronounce. ARISE N' GO is offered in three delicious flavors: Ultimate Turmeric, Matcha Green Tea, and Cinnamon Chocolate.



auspre.com

Auspre

FOUNDER: JIA WU

Auspre specializes in developing Automatic Speech Recognition (ASR) products with an emphasis on artificial intelligence, and machine learning capabilities.



avocadocore.com

Avocado Core

CO-FOUNDERS: SEIF ELMOLLA AND SHAWN PANG

Avocado Core (AVO) provides all students with an equal learning opportunity, by providing access to global learning resources. Through AVO's adaptive learning platform, students get customized tests tailored to their skill set. AVO's mission is to provide easily accessible and affordable adaptive learning to everyone; to take the luck out of learning; and, be the catalyst of empowerment.



beecuz.org

Beeucz

FOUNDER: LENA SCHREYER

Beeucz develops and facilitates innovative, skill-based workshops, and educational curricula that provide youth with the tools and resources needed to address and care for their mental health. Currently, Beeucz facilitates a 12-week school program for students in grades 4-6 that consists of six, two-week modules. By developing youth mental health literacy, spreading the power of positivity, and building supportive communities, Beeucz is committed to inspiring and promoting healthier futures.



bellalashandbeauty.com

Bella Lash & Beauty

FOUNDER: ISABELLA GRECO

Bella Lash & Beauty is an up-and-coming beauty institute for teaching and training students in the beauty industry. Its initial focus is an Accelerated Eyelash Master Program for certified Eyelash Technicians. Students are equipped with high-quality supplies, tools, and equipment, along with business acumen to help start and run their businesses efficiently.



eat-buzz.com

BUZZ Natural Foods

FOUNDER: MITCHELL HAMMOND

BUZZ is an all-natural chocolate topping and spread made with healthy, simple ingredients, including honey, cocoa and coconut oil. The all natural confection can be used as a hot cocoa mix, chocolate fondue, or dessert topping, and is currently offered in Original, Wild Orange, and Macaroon flavours.



cafezia.ca

Cafezia Coffee

FOUNDER: NATALIE WHITE

Cafezia Coffee is a coffee infused with herbs. Cafezia adds the power of three herbs to give consumers an energy boost that feels amazing. No jitters, no insomnia, no headaches – just focused, feel-good energy. Cafezia is organic, fairtrade, and comes in biodegradable bags.

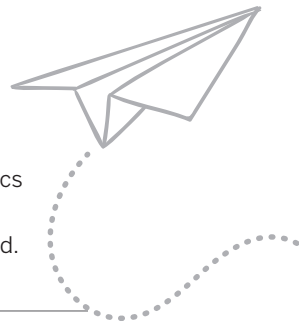


thecanadianloadboard.com

Canadian Load Board

FOUNDER: AIDAN SLACK-WATKINS

Canadian Load Board is an online freight marketplace designed to serve Canadian owner operators, trucking companies, brokers, freight forwarders, and other logistics organizations. It provides tools that enhance the speed and accuracy with which organizations fill and match their capacity, leading to higher revenue and time saved.

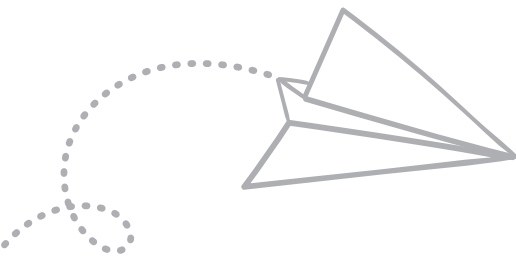


conquesthockey.co

Conquest Hockey Apparel

FOUNDER: JAMES PURSELL

Conquest is a premium hockey apparel brand designed to challenge 'averageness' by creating an identity for those who take pride in becoming a winner on and off the ice. Looking good in premium, subtle and simple threads allows customers to rep their identity as a champion in style.



c-spraycanada.com

C-Spray

FOUNDER: ELLIOT KIMELMAN

C-Spray is natural chlorine eliminating spray that neutralizes the effects of chlorine for swimmers. C-Spray's natural solution to chlorine irritation uses Vitamin C to effectively eliminate chlorine residue on skin, hair, and swimsuits after swimming.



curabit.ca

Curabit (Amass Dynamic Data Solutions)

FOUNDER: SANA MUNGROO

Curabit is a message analytics platform that converts customer conversations into beneficial insights. Curabit provides tailored solutions, either connecting pre-existing bots or building custom bots to connect to Curabit's analytics platform. Some of the company's features include sentiment scores, topic analysis, and surveys.



enjine.com

ENJINE

FOUNDER: JIN WON CHOI

ENJINE is a consulting company that creates custom software for quantitatively-oriented investment managers, with a special focus on creating machine learning algorithms. ENJINE is currently developing a web-based platform that will allow clients to easily create their own unique machine-learning investment algorithms.



Maxwell Group

FOUNDER: ELLIOT KIMELMAN

Maxwell Group is a property management and luxury vacation rental startup operating in Mexico. Maxwell provides guests with the ultimate vacation experience that combines the comforts of a spacious home with the amenities of a five-star resort.



makerbars.com

MakerBars Inc.

FOUNDER: JOSH REDING

MakerBars believes that energy bars should be affordable & create impact through sustainability. They provide two wholefood energy bars solutions: An innovative complete mix kit, and protein-packed energy balls. All products contain simple ingredients, and are sourced from Canadian partners.



onpointmed.com

ONPoint Medical

CO-FOUNDERS: JACOB REEVES, MARYANNE SIU, IBRAHIM MARWA, MAHMOUD RAMIN, AND BARTOZ SLAK

ONPoint Medical is developing tools to help physiotherapists, patients, and athletes quantify and improve dynamic balance ability. Through its Star Balance Systems, they provide comprehensive and innovative solutions for balance assessment to simplify evidence-based training and rehabilitation.



shopaccessories365.com

Shop Accessories 365

FOUNDER: BRADY JOHNSON

Shop Accessories 365 wants to make accessory sales simple for dealerships. They accomplish this by giving customers the freedom to customize their vehicles with OEM accessories online. They also provide dealerships with real-time accessory pricing, sales reporting, product knowledge training for sales associates, and ongoing support.



spectraldevices.com

Spectral Devices Inc

FOUNDER: MOHAMADREZA NAJIMINAINI

Spectral Devices Inc. develops compact and cost-effective multispectral imaging systems. They offer linescan and snapshot multispectral cameras that integrate with our multispectral LED light sources for various applications. Standard multispectral cameras are optimized for precision agriculture, biomedical research, food sorting, simultaneous color and NIR imaging, and simultaneous UV and NIR imaging.



topspin360.com

TopSpin 360

FOUNDER: DR. THEO VERSTEEGH

TopSpin Technologies has developed the first multi-planar neck training device that strengthens the neck in a manner consistent with the science on how to mitigate the risk of concussion.



wickinsurance.ca

Wick Insurance

FOUNDER: RHYS WICKENS

Wick Insurance is an online store that sells device protection for cell phones, tablets, and laptops. Wick utilizes third-party repair shops to provide the most convenient, user-friendly device protection at the lowest prices. Features include getting cash instead of 'refurbished' devices, discounts for insuring multiple devices, and reducing premiums after claim-free months.

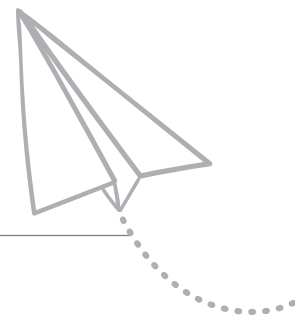


wordsbyjill.com

Words By Jill

FOUNDER: JILLIAN WISE

Now there's a system for selling your brand story online. Words By Jill gives new service-based business owners actionable knowledge, and the step-by-step guidance they need to connect with their ideal clients through engaging copy.



zentein.ca

Zentein

FOUNDER: WILLIAM WANG

Zentein creates incredibly nutritious and delicious food products that incorporate alternative proteins derived from insects: The world's most efficient, nutritious, and environmentally-sustainable protein source. Its products offer unique and differentiated nutritional and health advantages over competitors while supporting an environmental cause.



2020 SCHOLARSHIPS

The Entrepreneurship Institute hosted donors and recipients of the Ivey Entrepreneurship Scholarship Awards at Toronto's National Club on January 23, 2020. Here are the HBA and MBA recipients of the Entrepreneurship Scholarships:

2020 HBA Scholarships	Recipient(s)
Diane Biscof Memorial HBA Scholarship	Angela Zhang, HBA '20
J. Armand Bombardier Entrepreneurship Award	Samantha Lanooy, HBA '20 Chloe Beaudoin, HBA '20
John R. Currie HBA Award in Entrepreneurship	Landon Tulk, HBA '20 Graham Bohm, HBA '21 Candidate
Don Lang HBA Scholarship in Entrepreneurship	Natalie Diezyn, HBA '21 Candidate Kayla Shepard, HBA '20
Ron and Nancy Clark HBA Award in Entrepreneurship	Sanjot Boyal, HBA '21 Candidate Christianne Morrison, HBA '20 Dorothy Lin, HBA '20
Jackson Family HBA Entrepreneurship Award	Dan Nejman, HBA '21 Candidate Jesse Zender, HBA '21 Candidate
Pierre L. Morrissette HBA Award in Entrepreneurship	Nick Elder, HBA '20
QuantumShift Fellow HBA Entrepreneurship Award	Carol Zhai, HBA '21 Candidate
Tevya Rosenberg Award in Entrepreneurship	Simone Godbout, HBA '20
Paul Sabourin HBA Scholarship in Entrepreneurship	Adam Silverman, HBA '20
Enactus Canada Award in Entrepreneurship	Arseny Tyulenev, HBA '21 Candidate

2020 MBA Scholarships	Recipient(s)
Nelson M. Davis Scholarship	Amrita Singh, MBA '20 Richie Bloomfield, MBA '20
Schulich Award for Entrepreneurship	Emily Royer MBA '20

OUTREACH

IVEY BUSINESS PLAN 2020 COMPETITIONS

Teams from Western University, and Wilfrid Laurier University took home top prizes at the 2020 Ivey Business Plan Competition.

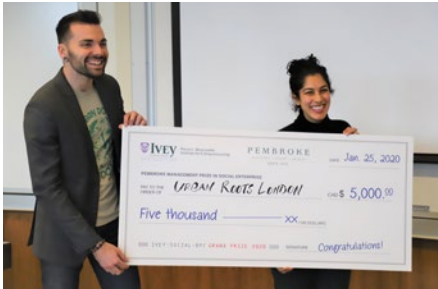
Eighteen teams from across Canada, and the United States gathered at Ivey Business School for the 22nd MBA, and fourth HBA editions of the Ivey Business Plan Competition on January 24-25, 2020. The two competitions had a combined prize pool of \$45,000.



Team Hairstrong, from Western University, took first place in the MBA Competition. Founder Nicole Baranowski, MSc '21 candidate, has created the world's first customizable hair band that specifically targets women in athletics.



Team EarthSuds, from Wilfrid Laurier University, took first place in the HBA competition. Represented at the competition by Daniel Moll and Marissa Vettoretti, EarthSuds is a sustainable shower products company offering alternatives to the plastic toiletry containers used in hotels.



The Pembroke Asset Management Prize in Social Enterprise was won by Team Urban Roots London, featuring Richie Bloomfield, HBA '14, MBA '20, and Mariam Waliji. Urban Roots is a non-profit organization that revitalizes underused land for agriculture by producing high-quality, organic vegetables, and distributing the produce locally.

The two-day event included speaker sessions by Albert Behr, CEO of **BehrTech**, who shared strategies on how to succeed as Canadian entrepreneurs on the global stage, Bruce Lamb, HBA '85, President and Chief SEO Expert of **Avalanche Search Marketing Inc.**, discussing Digital Marketing, and a fireside chat with Steve Suske, MBA '77, President and CEO of **Suske Capital Inc.**, who shared stories and lessons from his entrepreneurial journey.

MORE INFORMATION ON THE COMPETITION:
go.ivey.ca/iveybpc2020





GLOBAL ENTREPRENEURSHIP WEEK 2019

Ivey and Western University joined entrepreneurs around the world in celebrating Global Entrepreneurship Week on November 18-24, 2019.

The celebration included a startup showcase, speaker events, and workshops with alumni entrepreneurs:

Idea Forum: High-Growth Entrepreneurship Panel (November 20, 2019)

Eric Morse hosted a panel on high-growth entrepreneurship with Eric Brass, HBA '05, Founder of **Tequila Tromba**; Debbie Fung, Co-Founder of Yoga Tree Studios; and Anton Rabie, HBA '94, Co-Founder and Co-Chief Executive Officer of **Spin Master**.



REPLAY THE PANEL: go.ivey.ca/highgrowthpodcast

Fireside Chat with Mallorie Brodie and Lauren Lake from Bridgit (November 20, 2019)

David Simpson hosted **Bridgit** Co-founders, Mallorie Brodie, HBA '13, and Lauren Lake, B.E.Sc '13, to discuss their seven-year-long journey of building and pivoting a company they created while in university.



HEAR THE BRIDGIT STORY: go.ivey.ca/bridgitpodcast

Fireside Chat with Entrepreneur Steven Dengler (November 22, 2019)

A fireside chat between Eric Morse and Steven Dengler, BA '93, kicked off the 2019 Hack Western conference, where Dengler discussed his incredible journey of starting up the currency exchange tools and services platform XE.

6th Annual Startup Showcase (November 18, 2019)

Local Entrepreneurs and alumni showcased their latest startups, products and services to students on campus.



WEBINARS

TO ACCESS OUR COLLECTION OF WEBINARS,
VISIT go.ivey.ca/entrepwebinars

The Western Entrepreneurship 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.



WEBINAR

Learn to save time, build brand awareness, gain credibility, and increase lead generation through social media with Michelle Stanescu.

VIEW: go.ivey.ca/smplanning



WEBINAR

Corey Shelson, President of 44 North Digital Marketing, discussed how his award-winning team operates at full efficiency in a remote working environment.

VIEW: go.ivey.ca/remoteteams

CELEBRATING FAMILY BUSINESS

Our annual celebration of business families included a lunch and learn with Paul Desmarais III, Senior Vice-President of Power Corporation of Canada, who spoke with Ivey Lecturer and Director of the Business Family Initiative, David Simpson, at the London Hunt and Country Club on January 30, 2020. Together, they explored how the latest generation of the Desmarais family continues to embrace the entrepreneurial spirit of the first generation, as they continue to build the family legacy.



Paul Desmarais III is also Chair and CEO of Sagard Holdings, Executive Chair and Co-Founder of Portag3 Ventures, and the Chair and co-founder of Diagram.

IVEY ENTREPRENEUR PODCAST



The Ivey 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 Ivey alumni entrepreneurs who shared 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



Amazing stories and lessons learned from some of Canada's top entrepreneurs, from WestJet's Don Bell, to Anton Rabie of Spin Master Ltd.

LISTEN: go.ivey.ca/highgrowthseries



Meet entrepreneurs who embody the 10 themes that will improve your odds of surviving setbacks and achieving entrepreneurial success.

LISTEN: go.ivey.ca/hustle

THE LEADER PROJECT

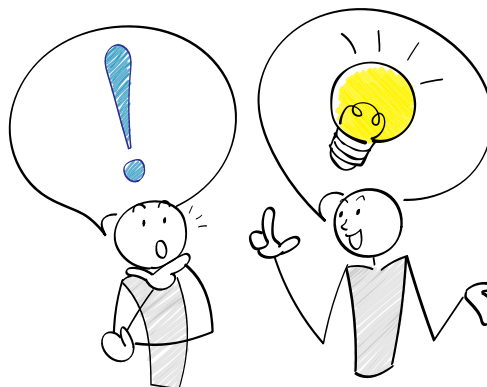
The LEADER Project is a student-led organization that seeks to empower entrepreneurs and transform ideas into engines for sustainable economic growth and positive social change. The program provides its participants with the analytical tools, thought processes, and decision-making skills to tackle complex business challenges.

Recent project sites have included 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.**

MORE ON THE LEADER PROJECT: www.leaderproject.com

EXPERT HOURS AND COACHING (ONLINE)

Western Entrepreneurship provides expert hours and coaching throughout the year to aspiring entrepreneurs, students, and alumni. With the introduction of virtual mentorship, our business analysts have been able to connect with a wide range of students and alumni seeking advice on starting up, as well as operating and pivoting existing startups.



DRAGONS' TANK

The Dragons' Tank pitch competition is an early opportunity for budding entrepreneurs to pitch their ideas to a panel of judges. The program encourages students from across campus to take that initial step, and receive both feedback and validation. Participants can win \$150 or a ticket to the Ivey Entrepreneurship Bootcamp, valued at \$350.



Seed Your Startup is designed to help young entrepreneurs make the transition from ideas to formalized action plans, with the opportunity to win funding. Each April, student entrepreneurs from Western University and Fanshawe College are invited to pitch their business ideas for a chance to win one of two \$3,000 cash prizes.



RBC DESIGN THINKING PROGRAM

Students from across Western University will have the opportunity to be part of the RBC Design Thinking program, offered by the *John M. Thompson Centre for Engineering Leadership and Innovation* in collaboration with Western Entrepreneurship.

The program, scheduled to start in fall 2020, will build skillsets in design thinking and coding. Successful applicants will receive a stipend and have the potential for an internship opportunity at RBC.

The program is an important component of a \$3-million investment by RBC at Western University to establish The RBC Data Analytics and Artificial Intelligence Project, an expansion of the university's ongoing cross-disciplinary work in data analytics and AI-focused on answering big questions for the good of society.

PROTEUS INNOVATION COMPETITION



With the onset of COVID-19, the finals for the Proteus Innovation Competition were held virtually with teams from Western, the University of Windsor, and McMaster University developing viable commercialization strategies for proprietary technology created at each institution.

The Western prize was won by team BacCheck, which plans to utilize a CRISPR microbiome modulation to treat infections caused by antibiotic-resistant bacteria. One of the most common forms of such bacteria, Methicillin-resistant *Staphylococcus aureus* (MRSA), is responsible for over 11,000 deaths in Canada and the U.S. alone. Patients are usually infected following surgical procedures. The current medical recommendation is to use antibiotics, which have proven ineffective. In addition to its effectiveness in treating such infections, bacteria will not be able to develop resistance to BacCheck's proprietary CRISPR.

For winners from the other universities, as well as runners-up pitches, go.ivey.ca/proteus2020

ENTREPRENEUR 1.0

The Entrepreneurship Institute partnered with TechAlliance for the 14th edition of the Entrepreneur 1.0 Program, a 10-week intensive course, which helps local entrepreneurs acquire practical tools, build the knowledge to manage entrepreneurial challenges, and develop a support network.

Since its inception, Ivey faculty have donated their time to teach, and mentor entrepreneurs through the program. The latest edition included sessions by Eric Morse, Mary Weil, Colin McDougall, Eric Janssen, Mary Gillett, David Wood, Dominic Lim, and David Simpson.



STORIES FROM OUR ENTREPRENEURS



A CAREER BLUEPRINT FOR MILLIONS OF STUDENTS

Gil Siberstein, HBA '05, shares his journey of taking his New Venture Project idea from the classroom to millions of students across Canadian schools.

READ IT HERE: go.ivey.ca/myblueprint



EMBRACING IDENTITY THROUGH ENTREPRENEURSHIP

For Jackie Michie, HBA '15, entrepreneurship provided an avenue to express her creativity and embrace her identity. Find out how Michie went from reluctant entrepreneur, to launching Lesbihonestly in the midst of COVID-19.

READ IT HERE: go.ivey.ca/jackiemichie



CLEANING UP BIG DATA WITH EXPLANATORY AI

Jason Swit, HBA '11, and his venture, nuAI, are looking to automate the data preparation process with the help of sophisticated artificial intelligence, thus bridging a billion-dollar gap between big data and solutions.

READ IT HERE: go.ivey.ca/jasonswit



DECRYPTING & DE-RISKING CRYPTOCURRENCY

For the past year, Anthony Xie, HBA '15, has been one of the three co-founders of a Waterloo-based cryptocurrency startup that has witnessed \$60 million in transactions.

READ IT HERE: go.ivey.ca/hodlbot



IN THE CLEAR

Jenessa Olson, MSc '18, co-founded a high-end garment rental company. When that industry stopped existing overnight, she switched to disinfecting workspaces with their custom-built ozone machines, originally used for sanitizing clothing.

READ IT HERE: go.ivey.ca/intheclear



DIPLY LOOKS TO REBOUND

After a tough year, London technology business Dibly is now focused on a successful turnaround, its chief executive Taylor Ablitt says.

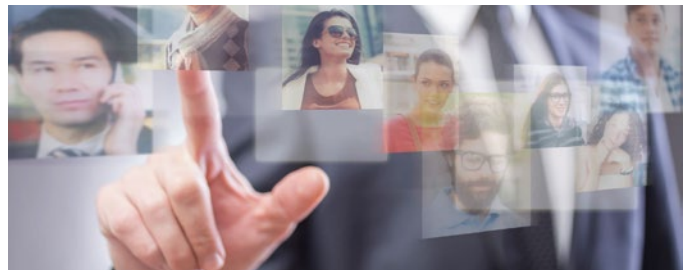
READ IT HERE: go.ivey.ca/diblyrebound



JANET BANNISTER NAMED MANAGING PARTNER OF REAL VENTURES

Janet Bannister, HBA '92 was named managing partner of Real Ventures, becoming the first woman to lead one of Canada's largest and most active early-stage venture-capital firms.

READ IT HERE: go.ivey.ca/realventuresjb



CONNECTING WESTERN TALENT WITH GLOBAL MARKETS

For Amy Ni, MBA '19, the one-year-long MBA program was an opportunity to test the viability of her own startup idea: A software platform that uses AI to solve three major problems in how to attract, recruit, and retain top talent.

READ IT HERE: go.ivey.ca/amyni

ENTREPRENEURSHIP BY THE NUMBERS 2019-2020

524

HBA students took a course in Entrepreneurship

MORE THAN

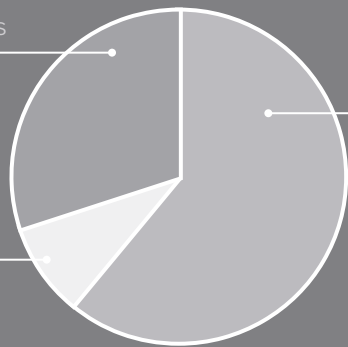
\$170,000

Entrepreneurship scholarships in 2019-2020

New Venture Project participants:

70 MBA students took the New Venture Project

20 MBA students took the *Innovation and Disruption* course



141 HBA students took the New Venture stream

115

MBA students took a course in Entrepreneurship

210

HBAs took *Entrepreneurial Finance*

17

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

7 PhD

students researching in the field of Entrepreneurship

OUR ADVISORY BOARD

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

MESSAGE FROM THE CHAIR OF THE ADVISORY BOARD



PAUL SABOURIN | Chairman & CIO,
Polar Asset Management Partners

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

Firstly, I would like to extend thanks to Pierre Morrisette and Christian Lassonde, who had chaired the Advisory Board over the past two years – we have big shoes to fill and will do our best to help grow entrepreneurship across Western.

Our group of 36 Advisory Board Members hail from a number of faculties; and while Ivey is well-represented at the outset, our goal is to diversify the Board across as many faculties and disciplines as possible, and work closely with the leadership of those faculties to promote entrepreneurship to all their stakeholders. I'm joined by our vice-chair, Erik Mikkelsen and four uber-capable committee chairs in Alexa Nick, Andrew Barnicke, Connie Clerici and Kevin Sullivan - who themselves bring a wide range of disciplines to the table.

Over the next year, we have three initiatives: First, to shine a brighter light on the various entrepreneurship resources that are already available to all our stakeholders, but perhaps not as well known. The second key initiative is to put into place one or more funding mechanisms that Western students, faculty and alumni can access to help further their entrepreneurial dreams; and finally, to spearhead the funding of a new, dedicated Entrepreneurship building.

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

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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

MICHAEL BOYD, MBA '76 Corporate Director

SARAH BUCK, BA '00 Director, Pierre L. Morrisette Institute for Entrepreneurship
Ivey Business School/Western University

MICHAEL CARTER, MBA '97 Strategic Advisor, Deloitte Capital

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

KELLY COLE VP Western University

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 '83 Co-Founder & Director, XE.com

BARBARA DIRKS, LLB '98, MBA '98 President & CEO, PACE Credit Union

MIKE GREEN, HBA '11 Principal, Polar Asset Management Partners

SHARON HODGSON Dean, Ivey Business School

ANDREW HRYMAK Provost & Vice-President (Academic), Western University

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

ERIC MORSE Special Advisor to the President, Director of Western Entrepreneurs
Executive Director, Pierre L. Morrisette Institute for Entrepreneurship

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

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SAM SEBASTIAN President & CEO, Pelmorex Corp.

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

ALAN SHEPARD President & Vice-Chancellor, Western University

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STEPHEN SUSKE, MBA '77 President & CEO, Suske Capital Inc.

JOHN THOMPSON, BESC '66, LLD '94 Retired Executive Vice-Chairman, IBM Corporation

JANE THORTON, BSKIN '00, MSC '02, PHD '07 Primary Care Sport Medicine Fellow, Fowler Kennedy Sport Medicine Clinic

MICHAEL WHITE, MBA'00 President, IBK Capital Corp

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