

S U M M E R 2 0 2 4

Entrepreneurial Inspiration

June 6 - August 1, 2024



PROGRAM OVERVIEW:

Memorial's Entrepreneurship Training Program (ETP) was started in 2012 and aims to help graduate students develop the knowledge and skills necessary to start and run successful business ventures. The ETP is jointly coordinated by the School of Graduate Studies (SGS) and the Internationalization Office (IO) in partnership with the Atlantic Canada Opportunities Agency (ACOA). The ETP received a national award from the Canadian Association of Career Educators and Employers (CACEE) for Excellence in Innovation and Student Engagement in 2013. It also received a national award for Program Innovation from the National Student Affairs and Services Association, a Canadian Association for College and University Student Services (CACUSS) division.

In the academic year 2023-2024, the SGS has conducted three different ETP programs each semester: the Entrepreneurial Ignition: A Summer Bootcamp 2023 (53 students), the ETP Discover Fall 2023 (96 students), and the ETP Develop Winter 2024 (with 158 students). Currently, SGS is organizing for the Entrepreneurial Inspiration program, Summer 2024, which will commence on June 6, 2024.

The ETP is delivered through interactive presentations and workshops by award-winning entrepreneurs and faculty. The program covers core entrepreneurship themes and skills such as problem-solving and design learning, the lean startup methodology, sales, marketing and financial planning. The ETP also connects graduate students to local entrepreneurs, mentors, funding sources and other essential resources. More details and activities can be reviewed [here](#)

ETP's main objectives:

To encourage innovative new startups and other entrepreneurial ventures.

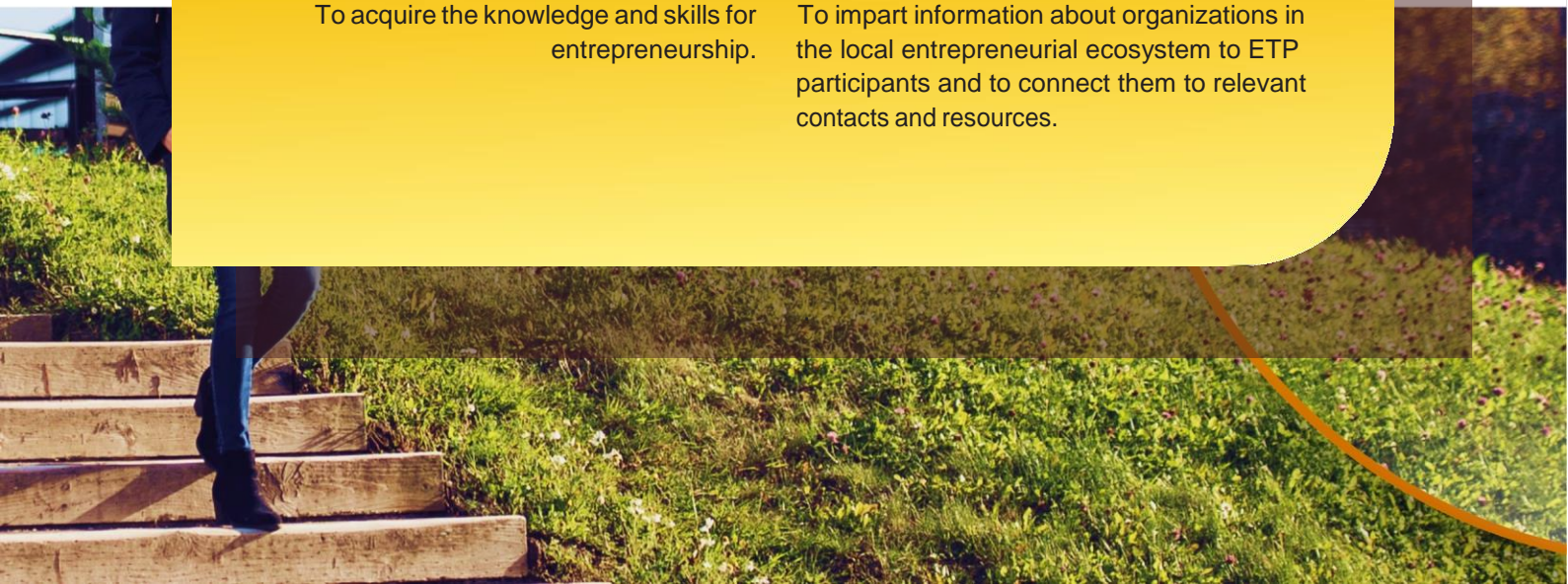
To foster the attitudes and behaviours necessary for successful entrepreneurship among international and domestic graduate students.

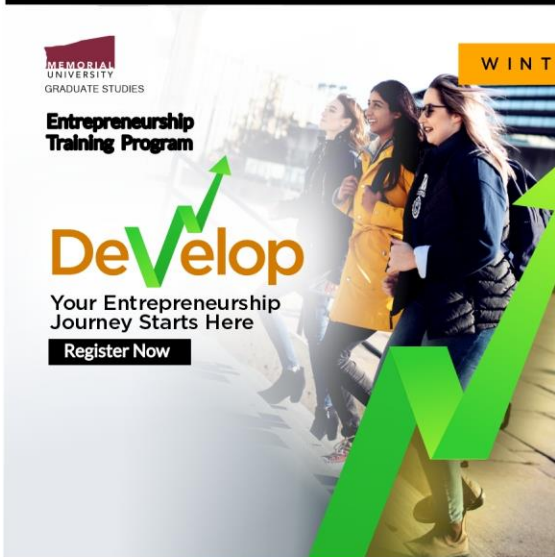
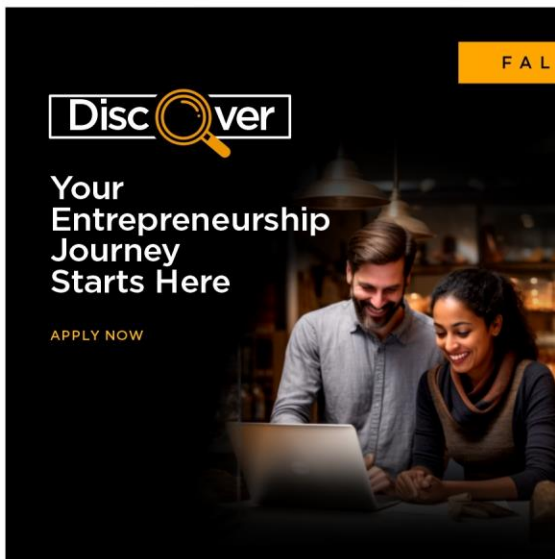
To acquire the knowledge and skills for entrepreneurship.

To increase the problem-solving skills key to entrepreneurship, leading to increased problem identification, critical thinking and team building.

To identify and stimulate entrepreneurial drive, talent and skills.

To impart information about organizations in the local entrepreneurial ecosystem to ETP participants and to connect them to relevant contacts and resources.





3 different ETP programs for each semester:

Two certificate-provided ETP programs are the ETP Discover (Fall) and ETP Develop (Winter). They have two main components: workshop modules (Theoretical lessons, online and asynchronous) and special topic sessions (Practical lessons, hybrid mode and synchronous).

The Discover program provides aspiring students with a comprehensive introduction to starting and running a business. Its training contents include Ideation & Lean Canvas, Research & Customer Interviews; Skills Identification & Team Building, Mentors & Advisors; Business Structure forms and Resources & Support, Business Plans, Financing, and Resources and Supports in NL.

As the next training level, the Develop program focuses on providing participants with core entrepreneurship themes, problem-solving skills, and resources and support they need to do their businesses. It represents an exciting opportunity for entrepreneurs to turn their ideas into reality.

The Entrepreneurial Inspiration program (Summer) includes special topic sessions (Entrepreneurial experience and knowledge, hybrid mode, and synchronous) focusing on "Share from and Talk with Entrepreneurs." It inspires participants to learn about entrepreneurship, even if they have no business experience and have never done or thought they would become entrepreneurs. It also transfers invaluable experiences from the entrepreneurs to the ETP graduates for their next steps.

Summer 2024

Entrepreneurial Inspiration

Programme



The Entrepreneurial Inspiration Summer 2024 is a non-certificate ETP program with nine weekly special topic sessions and a Networking Event. The majority of speakers will be MUN alums who are currently successful entrepreneurs...

This program's nine special topic sessions will be hosted every Thursday, from 2 pm - 3 pm, from June 6, 2024, to August 1, 2024. The session mode will be hybrid, i.e. online and in person; however, ETP students are strongly encouraged to maximize learning and interaction effectiveness from and with the guest entrepreneurs. The session venue is at A-1046, Art and Administration Building, opposite the Tim Hortons.

ETP participants can learn about guest speakers' entrepreneurial journeys, business ideas, targeted customers, startups, and how they dealt with challenges. It also transfers invaluable experience from the entrepreneurs to the ETP Discover and Develop Program graduates to take their next steps. Besides, this program aims to provide the basic knowledge needed in entrepreneurship, such as startup versus small business and entrepreneurial mindset development. Besides, ETP participants can network and gather to exchange their business ideas. Furthermore, meetings with the ETP Coordinator to discuss your or your group's business ideas and references to receive relevant support for your start-up or business are also provided and encouraged.



Guest Speakers

The School of Graduate Studies are very proud to have excellent guest speakers presented for the **Entrepreneurial Inspiration Summer 2024** are:



Brian Hurley
*Business Manager
and President, Iron Rock
Brewing Co.*



Dr. Carlos Bazan
*Engineering Chair in
Entrepreneurship, MUN*



Mackenzie Warford
*President ,
Canadian Hydroponic
Association, and
Papa's Farm*



Kyle Hickey
*Startup Coach,
PropelICT*



Sid Eskandari
*CEO,
HYKE*



Heather Elliott
*Marine Researcher,
Original Shipster*



Wanda Cuff Young
*CEO White Rock Consulting,
President Atlantic
Trading Corporation*



Jeremy Andrews
*Co-Founder &
CTO, CoLab Software*



Suren Margarya
*Co-Founder and COO,
Cakeyhand*

The Brightspace

ETP participants (you) will be added to the Brightspace before June 6, 2024. We will email you and let you know when you can access Brightspace. ETP participants have the following rights:

- At Brightspace, you can review and download recordings and relevant materials (if any) of the program's sessions. ETP sessions will usually be recorded before being uploaded on Brightspace. Only ETP participants and individuals authorized by Memorial University can view the recordings. Recording sessions, events or any activities or components of the ETP by anyone other than those authorized by Memorial University is not permitted.
- At the announcement section of the Brightspace, the link for each hybrid session will be posted every Tuesday (two days before the session).
- You can use the discussion section of Brightspace to find your business partners, share your thoughts, and raise any topic relevant to ETP.

Requirements & Attendance

When accessing this program's Bright space, please visit the Discussions/ ETP Participant Introductions to introduce yourself. The instructions will be provided there.

Please engage proactively during the sessions with your business ideas, questions, and comments to the guest speakers. The more you engage, the more knowledge you obtain.

The program consists of nine sessions and one networking event. Most of the sessions will be hosted in hybrid mode. However, except for Grenfell Campus and Marine Institute students, ETP participants strongly encouraged to attend all the ETP sessions in person for:

- Maximizing the effectiveness of learning from and broadening your connection with our guest speakers, who are excellent experts and successful entrepreneurs in NL;
- Being a hospitable host and helping guests not feel 'lonely' at MUN

Communication

Communication throughout the ETP will be carried out through ETP Brightspace, ETP Facebook, and via email from the ETP Coordinator.

· Brightspace:

You must monitor the announcements and content pages for any updates or relevant information.

· ETP Facebook group:

<https://www.facebook.com/mun.etp>

Please join us on this Facebook to receive and update the information and support from all ETP programs (Discover, Develop and Entrepreneurial Inspiration) during and even after your ETP program. You can also use this Facebook messenger to communicate, chat or discuss with the ETP Coordinator, your cohort, and other ETP alums.

· ETP Coordinator

The ETP is organized and administered by Dr. Hanh Do, the ETP Program Coordinator.
Office: IIC-2012, Bruneau Building
In Office: Thursdays and Fridays
Online: Mondays, Tuesdays and Wednesdays

If you have any questions or enquiries, please email the ETP Coordinator at dtmaihanh@mun.ca; [you will receive her responses soon.](#)

Follow us on the ETP Website and Social Media

Website: <https://www.mun.ca/etp/>

Facebook:

<https://www.facebook.com/mun.etp>

Twitter: https://twitter.com/mun_etp

Instagram: <https://instagram.com/mun.etp>

LinkedIn: MUN Entrepreneurship Training Program Alumni:

<https://www.linkedin.com/groups/8618570/>

LinkedIn: ETP Coordinator:

www.linkedin.com/in/thi-mai-hanh-do-56972187

The Entrepreneurial Inspiration Program Summer 2024 Schedule

June 6- August 1, 2024

Date/Time/Venue	Topic	Speaker
June 6, 2024 (Thursday) 2 pm – 3 pm Mode: In-person only (Speaker's request) A-1046, Art and Administration Building	Session 1: Developing Your Entrepreneurial Mindset	Dr. Carlos Bazan Engineering Chair in Entrepreneurship, MUN Faculty of Business Administration, MUN
June 13, 2024 (Thursday) 2 pm – 3 pm Mode: Hybrid mode (In person and online). A-1046, Art and Administration Building	Session 2: Creating Profitable Business Models	Kyle Hickey Startup Coach, PropelICT
June 20, 2024 (Thursday) 2 pm – 3 pm Mode: Hybrid mode (In person and online). A-1046, Art and Administration Building	Session 3: Share from and talk with an Entrepreneur - Heather Elliott	Heather Elliott Maritime Researcher, Original Shipster
June 27, 2024 (Thursday) 2 pm – 3 pm Mode: Hybrid mode (In person and online). A-1046, Art and Administration Building	Session 4: Share from and Talk with an Entrepreneur - Jeremy Andrews	Jeremy Andrews Co-Founder & CTO, CoLab Software
July 4, 2024 (Thursday) 2 pm – 3 pm Mode: Hybrid mode (In person and online). A-1046, Art and Administration Building	Session 5 : Share from and talk with an Entrepreneur - Brian Hurley	Brian Hurley Business Manager and President, Iron Rock Brewing Co.
July 11, 2024 (Thursday) 2 pm – 3 pm A-1046, Art and Administration Building	Session 6: Share from and talk with an Entrepreneur - Mackenzie Warford	Mackenzie Warford President, Canadian Hydroponic Association Papa 's Farm
July 18, 2024 (Thursday) 2 pm – 3 pm Mode: Hybrid mode (In person and online). A-1046, Art and Administration Building	Session 7: Startup vs Small Business: What's Your Path?	Sid Eskandari CEO of HYKE
July 25, 2024 (Thursday) 2 pm – 3 pm Mode: Hybrid mode (In person and online). A-1046, Art and Administration Building	Session 8: Share from and Talk with an Entrepreneur- Wanda Cuff Young	Wanda Cuff Young CEO White Rock Consulting President Atlantic Trading Corporation Vice President of Operations Work Global Canada
August 1, 2024 (Thursday) 2 pm – 3 pm Mode: Hybrid mode (In person and online). A-1046, Art and Administration Building	Session 9: Share from and Talk with an Entrepreneur- Suren Margaryan	Suren Margaryan Co-Founder and COO CakeyHand
August 8 or 9, 2024 (TBD) 12 pm – 3 pm Mode: In-person Venue: TBD	ETP Networking Event Agenda: Part 1. Panel session: Resource Support for the Entrepreneurship in NL Part 2: Group Business idea presentations Part 3. Lunch and Networking	Guests: experts from the ecosystem resources and ETP guest speakers Attendees: ETP students