



STU CLARK CENTRE
FOR ENTREPRENEURSHIP

2022-2023

IMPACT REPORT

ASPER
SCHOOL OF BUSINESS



STU CLARK CENTRE
FOR ENTREPRENEURSHIP



University
of Manitoba



MESSAGE FROM THE DEAN

I am proud to share the outstanding impact the Stu Clark Centre for Entrepreneurship has had at the University of Manitoba in the 2022-23 academic year.

Housed at the Asper School, the Stu Clark Centre has been elevating the entrepreneurial dreams of UM students for over 25 years. The dedicated team at the Centre enriches UM student experience through webinars with inspiring entrepreneurs, venture coaching tailored to individual students, and competitions that attract top talent locally and internationally.

The 2023 Stu Clark New Venture Championships alone welcomed 32 undergraduate and graduate teams from some of the top universities across Canada and the United States to plan, pitch and present their unique ventures to local business and industry experts. While 200+ students at UM received venture coaching.

Embodying UM's commitment to experiential and active learning, the Stu Clark Centre engages students' entrepreneurial passions, competencies and ambitions

outside of the classroom. As a result, students learn vital skills to move from "idea to impact", including business planning and communications to networking and financial management. Most importantly, students cultivate their entrepreneurial mindset, one that learns to see the many ways to turn ideas and opportunities into impact no matter what area of study they are pursuing. Students can take this powerful mindset to different sectors and industries, whether they start a business (based on new products or services), drive change through new technologies, or address social and environmental gaps through non-profits or government action.

The Stu Clark Centre works tirelessly to nurture UM connections to the local, domestic and international entrepreneurial communities, as a hub for change and innovation, and UM students benefit greatly from these connections as they take off on their entrepreneurial journey.

The impact reported here is not possible without UM alumni and MB business community members for offering students valuable feedback as mentors and judges. Likewise, I am extremely grateful to Stu Clark [BComm(Hons)/76, LLD/2011], The Associates and The Asper Foundation for their vision and generous support.

Bruno S. Silvestre, PhD

Dean, I.H. Asper School of Business
CPA Manitoba Chair in Business Leadership
University of Manitoba

MESSAGE FROM THE DIRECTOR

GROWING SUCCESS

The Stu Clark Centre for Entrepreneurship (SCCE) had an exciting year in 2022-23 as we continued to fulfill our mission to **Ignite the Entrepreneurial Mindset** in all UM students. We returned in-person for our pitch competitions, the Stu Clark New Venture Championships and other events, while continuing to host our successful webinar series virtually.

We hosted **over 700 students at pitch competitions** as part of required Asper entrepreneurship courses and the parallel course for all other UM students. And we collaborated with the Faculties of Science and Engineering to run the **Entrepreneurial Mindset** course, which has been a great success over its three-year run.

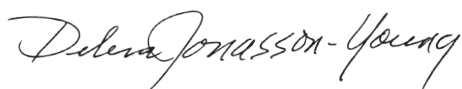
In March we hosted the Stu Clark New Venture Championships, where **32 teams** from across North America (16 undergrad and 16 graduate level teams) competed for over \$60,000 in cash prizes. And we hosted a workshop for over 60 high school students from across the province, who joined us at the Smart Park Innovation Hub for a day-long bootcamp on entrepreneurship.

We were thrilled to celebrate the **25th Anniversary** of the Stu Clark Centre in November—hosting an exclusive event to recognize our benefactors, sponsors, volunteers and the business community who have actively supported us over the years. And on campus, we invited our students to celebrate with pizza, t-shirts and cake as we threw a two-day party at the Drake Centre!

While we returned in-person this year, we also continued our virtual webinar series, launched during the pandemic, reaching even more aspiring entrepreneurs. Developed and hosted by our Startup Coach, the series explored a variety of different topics on a bi-weekly basis, from core entrepreneurial skills to deep dives on marketing, accounting and finance as well as pressing HR and mental health issues — **engaging over 3100 students**. And our Startup Coach engaged in over 160 individual meetings with students from a variety of faculties, mentoring and coaching them as they built their businesses.

As the **essential connector** from the University of Manitoba to the broader entrepreneurial ecosystem, SCCE continued to build and strengthen our connections with the many organizations providing support to aspiring entrepreneurs. By deepening ties with organizations such as North Forge, Futurpreneur, Partnerships and Innovation, TechMB, Red River Polytechnic College, Mitacs, Women's Entrepreneurial Organization of Canada and the Women's Enterprise Centre, SCCE ensures that our students are well connected to the resources they require. As co-lead for the Women Entrepreneurship Knowledge Hub we provide critical insights into women's entrepreneurship in Manitoba and Canada and SCCE continues to be well-networked with many entrepreneurship centres right across North America!

We are energized to be back live and excited about launching some brand-new initiatives in the coming year. Most of all, SCCE is committed and passionate about fostering and igniting the entrepreneurial mindset of all UM students.



Debra Jonasson-Young

I.H. Asper Executive Director for Entrepreneurship
Stu Clark Centre for Entrepreneurship



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MEET THE TEAM



Debra Jonasson-Young
Executive Director



Amy Jones
Program Coordinator



Lindsay Friesen
Marketing Coordinator



Carine Bado
Startup Coach



Melinda Sasek
Office Coordinator

ABOUT THE CENTRE

The overriding purpose of the Stu Clark Centre for Entrepreneurship (SCCE) is to ignite the entrepreneurial mindset in all University of Manitoba students by cultivating a vibrant and inclusive entrepreneurial ecosystem that supports the creation and growth of student-led ventures. We provide access to the resources and networks necessary for students to turn their innovative ideas into successful businesses. Our programming is designed to promote experiential learning, build entrepreneurial skills, and foster a mindset of creativity, resilience and problem-solving.

We strive to foster a culture of entrepreneurship by providing access to resources, mentorship and networking opportunities, as well as by promoting an entrepreneurial education and mindset. Through our efforts, we aim to inspire, educate and support the next generation of changemakers and leaders.

The Asper Centre for Entrepreneurship was created in 1997, a vision of Izzy Asper and The Asper Foundation. In 2008, with a generous donation from Stu Clark, a University of Manitoba alumnus and successful entrepreneur, the centre was re-branded to the Stu Clark Centre for Entrepreneurship. Throughout its 25+ years, SCCE has continuously been supported by both The Associates of the Asper School of Business and The Asper Foundation.

PILLARS

The Stu Clark Centre provides a range of services, programs, and support systems that are designed to foster a culture of entrepreneurship and innovation. At the heart of our Centre are the pillars that form the foundation of our mission and vision. These pillars are the key principles that guide the work and activities of the Stu Clark Centre and are critical to our success.

- 1 PARTNERS IN EDUCATION**
- 2 DRIVING ENTREPRENEURIAL AWARENESS**
- 3 CREATING A STUDENT COMMUNITY**
- 4 SUPPORTING ENTREPRENEURIAL VENTURES**
- 5 CONNECTING TO THE LARGER COMMUNITY**





ABOUT STU CLARK

Stu Clark [BComm(Hons)/76, LLD/2011] is a Calgary oil and gas entrepreneur. He was the director and Chairman of the Board of Storm Resources Ltd., a TSX listed oil and gas exploration company, as well as Chairman of the Board of Alliance Trust Company, a private trust and shareholder services firm, servicing public and private entities in Alberta, Saskatchewan, and Manitoba. Mr. Clark was born and raised in Manitoba and educated in Brandon and Winnipeg, before beginning his entrepreneurial career in the oil and gas industry in Calgary.

Mr. Clark earned his Bachelor of Commerce (Hons) from the University of Manitoba in 1976, and in 2011

was recognized by the University of Manitoba with an honorary Doctor of Laws for his contributions of time and resources to the University, the I.H. Asper School of Business, and the Stu Clark Centre for Entrepreneurship. Over three decades, Mr. Clark translated his education into starting, running, and then selling several oil and gas exploration companies.

Mr. Clark moved to Calgary in 1984 with the Northland Bank. In 1986, he founded Pinnacle Resources Ltd. and raised \$2 million of shareholder capital. Pinnacle was sold 12 years later for \$1 billion. Mr. Clark has been involved in the start-up and reorganization of several Calgary-based public and

private entities during his career.

A renowned entrepreneur, philanthropist and volunteer, Mr. Clark is recognized for his tireless dedication to supporting a variety of charities and educational institutions in Canada. One of his many donations to the University of Manitoba enabled the establishment of the Stu Clark Centre for Entrepreneurship in the I.H. Asper School of Business. Mr. Clark has also been a strong supporter of the Canadian Museum for Human Rights.

Mr. Clark continues to support his philanthropic interests in Alberta and Manitoba.

PARTNERS IN EDUCATION

SCCE collaborates with our academic partners to develop and finance initiatives that support experiential education opportunities for students at the University of Manitoba.

The SCCE takes great pride in hosting the ENTR pitch competition as part of the ENTR 2020 and ENTR 2030 Courses each semester. After a return to in-person pitch competitions, we welcomed over 400 students in fall 2022 and over 300 students in winter 2023 to participate in live events hosted by SCCE. This exercise provides students with the invaluable opportunity to present a business concept to a panel of industry judges in front of a large audience, mirroring real-life experiences. Notably, the enrollment for these courses witnessed a 20% increase from the previous academic year in 2022-23.

At the undergraduate and graduate levels, SCCE supports teams in the coaching and mentoring process, covering all travel expenses associated with participating in travelling competitions across North America.

Entrepreneurship plays a significant and expanding role in Manitoba's economy. Pursuing a major in Entrepreneurship & Small Business equips students with vital skills such as resilience, collaboration, innovation, and critical thinking, which are valuable for both employers and self-starters.

Students pursuing the Entrepreneurship/ Small Business major delve into areas such as launching new ventures, social initiatives, managing small businesses and family businesses.

700+
STUDENTS ENROLLED
IN ENTR 2030/2020

24
STUDENTS MAJORING
IN ENTREPRENEURSHIP

700+
STUDENTS
PARTICIPATING IN
PITCH COMPETITIONS

CURRENT ENTREPRENEURSHIP COURSE OFFERINGS:

ENTR 2010 - Managing the Smaller Business

ENTR 2020 - Starting a New Business
Parallel course for non-Asper students

ENTR 2030 - Introduction to Entrepreneurship
Mandatory course for Asper students

ENTR 3100 - Small Business Management

ENTR 3102 - Technological Entrepreneurship

ENTR 3104 - Selected Topics in Small Business/Entrepreneurship

ENTR 3106 - Family Business Management

ENTR 4100 - New Venture Analysis

GMGT 7350 - Business Venture Analysis

The SCCE supports through judging pitch and business plan competitions.





SCI 4000 & ENG 4100: ENTREPRENEURIAL MINDSET FOR SCIENTISTS AND ENGINEERS

The Stu Clark Centre together with the Faculty of Science collaborated in 2020 to create an entrepreneurial course specifically targeted at science students. The objective of the course was to introduce science students to the concept of the entrepreneurial mindset, highlighting the many ways that scientific ideas can be turned into ventures, exposing the students to successful science entrepreneurs within the community, and providing them with some of the business fundamentals needed to start a new business.

This collaboration resulted in the Entrepreneurial Mindset for Scientists course which has been offered

three times. Expanded to include students from the Engineering Faculty the course was renamed The Entrepreneurial Mindset Course for Scientists and Engineers. To-date **55 students from science and engineering** have participated and the course continues to grow in popularity.

The Entrepreneurial Mindset course is a testament to experiential learning at its best, and will be expanded to more faculties and students in the coming year.

Here is what some of the students have had to say about the course:

“Hearing real life entrepreneurs follow the concepts and practices that we learned in class really hammered home just how important what we were

learning was. This demonstrated that such concepts and the entrepreneurial mindset can and should be applied to everyday life.This taught me that you do not have to invent something to be an entrepreneur, it is a mindset that is bold, open and inventive.”

“**At its core, the entrepreneurial mindset represents forward thinking, grit and resilience, and a solution focused mindset that looks at problems as opportunities... this course has already impacted my life.**”

DRIVING ENTREPRENEURIAL AWARENESS

The Stu Clark Centre drives entrepreneurial awareness by hosting local and international business plan competitions and events over the course of the year. Targeted at graduate level, undergraduate level and high school students, these events are an exciting way for students at all levels to practice and sharpen their new-found entrepreneurial skills.

2023 STU CLARK NEW VENTURE CHAMPIONSHIPS

After two years of hosting virtual competitions, 2023 saw the return to a live competition format. It was exciting and inspiring to see students present their business plans and ideas in-person once again. After months of preparation behind the scenes, there is simply no substitute for presenting live in front of industry experts, feeling the pressure of the moment, reading the subtle body language cues and responding in real time!

Graduate and undergraduate teams presented their business plans to distinguished judges over the three-day competition hosted at the Hotel Fort Garry.

From the over 80 applications we received, 16 undergraduate and 16 graduate teams were selected to compete for \$60,000 in cash prizes. Teams from Johns Hopkins, University of Michigan, University of Arkansas McGill and University of British Columbia to name a few, were joined by a strong showing of local talent from the University of Manitoba and the University of Winnipeg to compete, connect and inspire.

An exciting change we continued from our virtual days was the “One Minute Pitch” competition. Students were invited to submit their one minute pitch videos in advance and were encouraged to be creative and innovative in their approach. All 32 videos were compiled

into an exciting video extravaganza that was the highlight of the opening reception!

The event was topped off with a final evening at the Assiniboine Park Journey to Churchill Exhibit where the participants enjoyed a special made in Manitoba evening, while relaxing and getting to know their fellow participants better.

“Thank you for being such amazing hosts. We truly enjoyed our time at the event and are excited for what the future holds. The Stu Clark NVC was highly recommended to us by previous teams in the Johns Hopkins CBID program and it’s clear why.”

—Antony Fuleihan, CurveAssure, Johns Hopkins University

32 TEAMS

17 UNIVERSITIES

75 FOUNDERS

56 JUDGES

\$60K IN PRIZE MONEY





HIGH SCHOOL PITCH WORKSHOP

The Stu Clark Centre welcomed 60 high school students to embark on a first-ever fast-paced day of listening, learning, and doing. The goal is to encourage students to discover their entrepreneurial skills and provide an opportunity to learn strategies on how to think creatively and channel their inner entrepreneur into real-life activities. The day concluded with a pitch competition to practice public speaking in front of judges.

25TH ANNIVERSARY

In November of 2022 the Stu Clark Centre for Entrepreneurship celebrated 25 years of supporting the entrepreneurial dreams of the University of Manitoba students.

The Centre hosted an anniversary gala at the Fort Garry Hotel in November 2022 honouring over 100 key stakeholders involved with the Centre over the years as well as our many sponsors and supporters. In particular we thanked The Associates of the Asper School of Business as well as The Asper Foundation for their continued support over the years.

That same week students were invited to a party thrown just for them right outside the centre. Over two days students enjoyed free pizza and t-shirts as we continued to celebrate this important milestone.

With 500+ Startup Coach meetings, more than \$1,500,000 in prize money given to student ventures, and 1250+ students from all over North America have participated in SCCE competitions – there was lots to celebrate.



25 YEARS

500+ VENTURE COACH MEETINGS

1250+ STUDENTS IN COMPETITIONS

\$1.5M IN PRIZE MONEY

CREATING A STUDENT COMMUNITY

From big to small events, the Stu Clark Centre continues to look for new and exciting ways to create excitement about entrepreneurship and provide opportunities for students from across the university to interface and collaborate on entrepreneurial activities.

STU CLARK WEBINAR SERIES

The SCCE webinar series covers a wide range of topics related to entrepreneurship, including idea generation, business planning, funding, marketing, sales, and more. Started virtually in response to the pandemic, SCCE has continued to grow and expand upon the webinar series as it continues to grow the base of students and community partners that are tuning in.

By engaging our community partners, coupled with engaging high-profile speakers, we are able to leverage their knowledge and expertise to share with students from the University of Manitoba and beyond. Our community partners love sharing their knowledge and our students love hearing it which equals a win-win for all.

Each webinar is presented by a successful entrepreneur or industry expert who shares their personal experiences, practical tips, and proven strategies for building a successful business. The Stu Clark Centre has now offered over 40 webinars that are recorded and available to students to view in our online library.

Virtual fireside chat with three-time Olympian, Marnie Mcbean

An exciting fireside chat with Marnie McBean, O.C. Canada's Chef de Mission, 2020 Tokyo Olympics, and Three-Time Olympic Gold Medalist as she shares a recipe for success that can be applied to all endeavours including Entrepreneurship. This event took place virtually as part of the Center's International Women's Day Celebration as well as The New Venture Championships Kick-off on March 9, 2023.

You Are Not Alone – Get Connected to Your Entrepreneurial Community

It takes a village to raise an entrepreneur and there are many organizations that can help you on your journey. In this panel discussion, we heard from some of the key players in the Manitoba entrepreneurial support ecosystem and they shared their thoughts on effectively launching a business and shared some of the valuable support programs available to help bring breakthrough ideas to the market.

“The webinar was incredibly insightful, and I gained valuable knowledge that will be useful in my project. The panel discussion provided great insight into various social enterprises and the challenges they face.”

– Jessica Sangmosra, webinar

Stu Clark Centre for
Entrepreneurship
Webinar series



Find The Sweet Spot For Your Target Market

with **Amanda Macdonald**
Director of Business Development at Economic
Development Winnipeg (EDW)

November, 23 nd 2022 @11:30 AM on ZOOM



Stu Clark Centre for Entrepreneurship
Webinar series

You Are Not Alone! Get Connected To Your Entrepreneurial Community

MEET THE PANELISTS



December, 7th 2022 @11:30 AM on ZOOM



40+
WEBINARS

3100+
REGISTRANTS

HIGH
PROFILE

GUEST SPEAKERS SUCH
AS HAMZA KHAN, ERIC
TERMUENDE, DRAGON'S
DEN MICHELE ROMANOW,
& MORE

SUPPORTING ENTREPRENEURIAL VENTURES

While igniting the entrepreneurial mindset is an important part of what the Stu Clark Centre does, another important role is offering practical advice, support and help to student entrepreneurs about their businesses, actively supporting students who are in the process of starting, growing, or scaling a business – all through our **Startup Coach**.

STARTUP COACH

Startup Coach, Carine Bado, is an entrepreneur who mentors students one-on-one. Students receive free feedback on business ideas, feasibility, financial modelling, cash flow projections, market research and other relevant topics.

Students can connect with our Startup Coach by signing up through the **StartupTree platform** and booking either a live or virtual meeting. This is a free service for all students and they can come back as often as they would like.

CARINE BADO

Bado has over eight years of experience in providing strategic and innovative counsel based on financial data-driven insights. Before joining the Centre, she held previous positions as Finance Officer and a Financial Analyst and possesses substantial expertise in Business plan writing & Financial strategy. She was also a judge at various business plan competitions

and her current role as The Strategic Partnership- Startup Support Lead for the Stu Clark Entrepreneurship Centre is to coach and support the students who aspire to become entrepreneurs.

As an entrepreneur herself, Bado runs several ventures and is actively involved in the Business Ecosystem.

OTHER COACHING OPPORTUNITIES

In addition to one-on-one coaching, the Startup Coach is actively involved in a variety of UM and community initiatives including Lab-2-Market, Falling Walls, the Science Innovation Hub, and gap coaching with Mitacs and North Forge to name a few, by providing coaching, mentoring and judging services. The Startup Coach also assists in the coaching and mentoring of venture teams selected to participate in international business plan competitions.

200+
STARTUP COACH
MEETINGS FROM

7+
FACULTIES

INCLUDING
UNDERGRADUATE,
GRADUATE AND
PHD STUDENTS

“The Startup Coach is very approachable and is very knowledgeable about the fine points of entrepreneurship. She is an excellent resource to utilize for any questions related to starting a business and is always willing to help!”

–Matias Bueno, Faculty of
Recreational Management
Student



CONNECTING TO THE LARGER COMMUNITY

Playing an active role within the Manitoba entrepreneurial ecosystem is important for the well being of our students, our community and the economic well-being of Manitoba.

The Stu Clark Centre for Entrepreneurship is the essential connector for students both within the university as well as to the larger Manitoba entrepreneurial ecosystem.

Our attitude is “it takes a community to raise an entrepreneur” and as such, we believe that it is our responsibility to ensure that we connect students to the various resources that are available for them throughout Manitoba.

The Manitoba entrepreneurial ecosystem provides many services and supports that can assist students along their entrepreneurial journey. **However, the entrepreneurial ecosystem is very confusing to try to figure out!**

The Stu Clark Centre plays an important role in guiding students to the resources that they need. We have strong, established partnerships that we continue to actively nurture within the ecosystem. By actively engaging with our partners and supporting their activities where we can, the SCCE is passionate about being a community builder and collaborator.

To name a few, we work closely with **Partnerships and Innovation** at the U of M actively supporting the Lab-2-Market Program and the Falling Walls initiative through advisory, amplifying the programs and Startup Coach support.

We financially supported North Forge through sponsorships and in-kind support. Including gap coaching for **MITACS / North Forge** companies, Ramp Up Weekends and have funded entrepreneurial students in co-op positions.

We have supported the **Science Innovation Hub** through sponsorships this year as well as coaching and judging.

And have actively amplified programs such as the **Canadian Entrepreneurship Through Acquisition Accelerator (ETA)** to ensure that our students are apprised of all possible opportunities.

Finally, our relationship with **The Associates of the Asper School of Business, Young Associates and The Asper Foundation** is strong, and includes both financial support, as well as the active volunteer efforts from hundreds of their members through judging, mentorship and event participation each year!



THE PATH TO ENTREPRENEURSHIP IN MANITOBA



Students

Idea exploration

ASPER
SCHOOL OF BUSINESS



**STU CLARK CENTRE
FOR ENTREPRENEURSHIP**

Connection to resources and funding



Incubate and accelerate



Enter the wider world



OTHER INITIATIVES

One of the most important entrepreneurial support relationships is the one between the business and law faculties. The Stu Clark Centre for Entrepreneurship and the Faculty of Law have established a strong relationship in support of our entrepreneurial students.

ROD SENFT LECTURE SERIES

The Stu Clark Centre has hosted highly successful webinars in concert with the Faculty of Law highlighting entrepreneurs as part of the Rod Senft Lecture Series in Family Business Law. The last one entitled “Family Business: The Next Generation Takes Flight” featured Sprague Richardson, who is founder and owner of Western Canadian Aerial. Sprague’s story illustrates how intergenerational knowledge can set the stage for success when one is starting their own entrepreneurial venture. With over 100 students and community business leaders in attendance this webinar represented rare insight into the family entrepreneurial mindset.

L. KERRY VICKAR LAW CLINIC – HELPING MANITOBANS SUCCEED

The Stu Clark Centre has hosted two student focused webinars in concert with the highly successful L. Kerry Vickar Business Law Clinic. The first entitled Legal Fundamentals for Start Ups and the second, How to Build a Strong Foundation for Your Business – A Legal Focus” attracted almost 100 students.

The Stu Clark Centre is thrilled to partner with the L. Kerry Vickar Business Law Clinic who boasts with 4000 pro bono hours over 178 clients, 50% of which are women entrepreneurs and 37% are BIPOC, with an increasing number coming from the student population including Asper, Engineering, Sciences, and Rady Health Centre.

“Whenever we have done a Stu Clark Lecture we have noticed that there has been a definite surge in client intake forms from within the university environment, as well as from alumni and various faculties.



Stu Clark Centre for Entrepreneurship Webinar Series

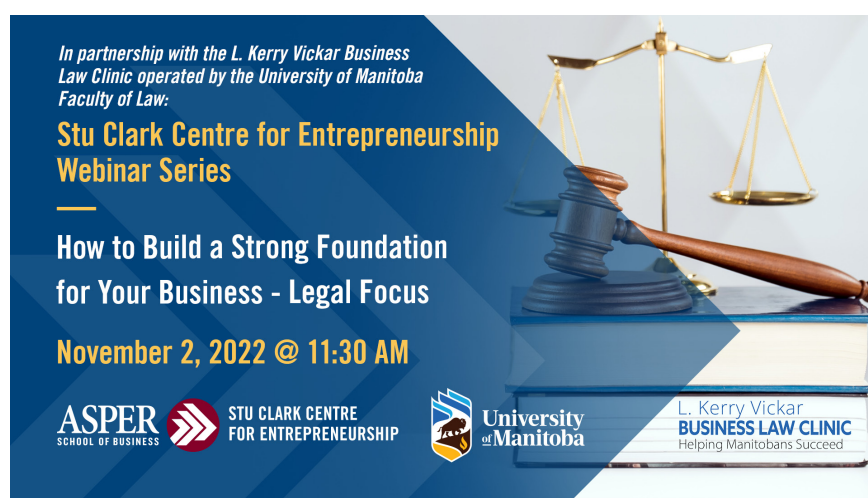
Family Business: The Next Generation Takes Flight
Sprague Richardson, Founder/Owner Western Canadian Aerial

The Rod Senft Lecture in Family Business Law

December 8, 2022 @ 12:00 PM

Logos: THE MARCEL A. DESAUTELS CENTRE FOR PRIVATE ENTERPRISE AND THE LAW, ASPER SCHOOL OF BUSINESS, STU CLARK CENTRE FOR ENTREPRENEURSHIP, University of Manitoba

Image: A yellow and black biplane flying in the sky.



In partnership with the L. Kerry Vickar Business Law Clinic operated by the University of Manitoba Faculty of Law:

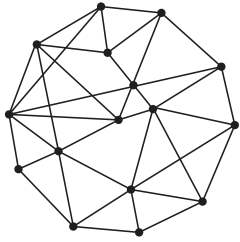
Stu Clark Centre for Entrepreneurship Webinar Series

How to Build a Strong Foundation for Your Business - Legal Focus

November 2, 2022 @ 11:30 AM

Logos: ASPER SCHOOL OF BUSINESS, STU CLARK CENTRE FOR ENTREPRENEURSHIP, University of Manitoba, L. Kerry Vickar BUSINESS LAW CLINIC Helping Manitobans Succeed

Image: A wooden gavel resting on a stack of books next to a golden scale of justice.



Women Entrepreneurship Knowledge Hub

Debra Jonasson-Young at the Stu Clark Centre for Entrepreneurship together with Dr. Suzanne Gagnon, Associate Dean, Asper School of Business co-leads the Women Entrepreneurship Knowledge Hub (WEKH), Manitoba Division.

Over the past year WEKH Manitoba was very active in supporting organizations who provide critical services to women entrepreneurs. By providing important original research on the state of women's entrepreneurship in Canada, hosting events and roundtable meetings, SCCE acts as an essential connector of those organizations within the ecosystem.

This year, SCCE hosted four round table meetings bringing together our major ecosystem partners including North Forge, Futurpreneur, TechMB, Women's Enterprise Centre, Women's Organizations of Canada, Manitoba Chamber of Commerce, Red River

Polytech, SEED Manitoba, MITT and more. We flowed through important communications including the THECSIS – Gem Report on the Western Canadian Women Entrepreneurship, The Sharing Platform, North Forge Ramp Up Weekend, Lab-2-Market, Falling Walls Competition and the WEKH State of Women's Entrepreneurship 2022 report representing over 2100 connections.

SCCE and WEKH hosted the Icelandic Women's Delegation (FKA) in concert with the Icelandic Consulate involving over 20 WEKH members. The SCCE Director attended the "Impact Investment Exchange" by invitation of the Manitoba Provincial Social innovation office as well attending quarterly meetings as a member of the Manitoba Status of Women Advisory Committee. WEKH Co-Leads also met the US Consulate, at his invitation, to discuss the WEKH Canada initiative.



Dr. Suzanne Gagnon

Associate Dean, Professional Graduate Programs and Executive Education
Canada Life Chair in Leadership Education
Associate Professor
Leadership and Organization Director,
James W. Burns Leadership Institute
WEKH Co-Lead

2100+
CONNECTIONS

50%
OF ALL BUSINESSES TODAY
ARE STARTED BY WOMEN

37.2%
OF SELF-EMPLOYED
CANADIANS ARE WOMEN

40.2%
OF SELF-EMPLOYED
INDIGENOUS PEOPLE
ARE WOMEN

25.6%
OF SME'S ARE
OWNED BY WOMEN

ON THE HORIZON

The Stu Clark Centre launched the Startup Tree platform in 2020 which is the leading all-in-one platform to manage and scale entrepreneurship communities, opportunities, and innovation. This platform has significant functionality in support of university entrepreneurship centres and SCCE has been actively employing some of that functionality with plans to expand this year.

Currently using the platform functionality for:

- Startup Coach scheduling capabilities and startup coaching management
- Webinar hosting, communications, attendee tracking
- Competition management including competition communications, application hosting and management, community judging, team communications and data base management

STU CLARK PEER-TO-PEER MENTORSHIP PLATFORM

Slated for fall 2023 the SCCE is ready to launch an exciting new initiative through Startup Tree. The platform has the capability to host and manage mentorship platforms which will enable us to actively reach out to, and connect students in a way that has never been done before at the University of Manitoba.

The Startup Tree **peer-to-peer mentorship platform** allows us to connect students from all faculties who either require assistance or wish to provide their unique expertise in support of student businesses.

The concept is currently being piloted and will launch in Fall 2023.

STU CLARK MENTORSHIP PLATFORM

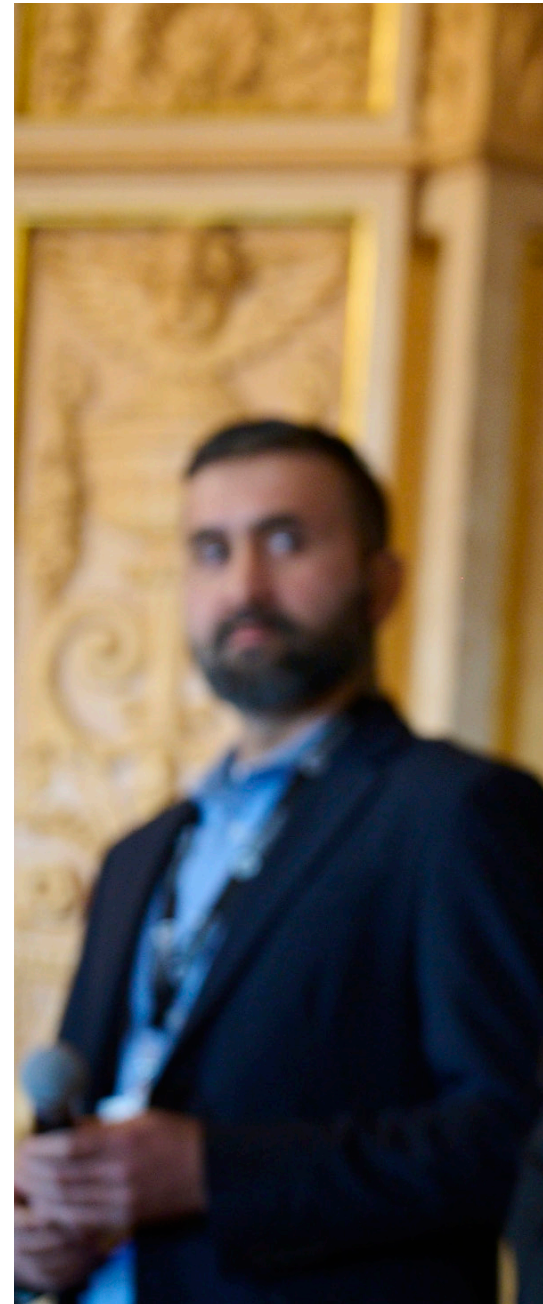
The next phase of the process will see the launch of the **community mentorship platform** offering a streamlined process for student entrepreneurs to connect with community mentors in order to gain important knowledge, insights and timely coaching from experts within the local community.

The platform also provides resources and tools to support the mentorship process. Mentors can access a library of educational materials, training modules, and best practices to enhance their mentorship skills. Mentees can also access a range of resources, including business plan templates, market research tools and funding sources.

The community mentorship platform is scheduled to launch in spring 2024.

“One of the greatest attributes of Manitoba’s business community is they are willing to give back. Year after year, we are thrilled to see the number of volunteers who actively commit their time and talents to SCCE initiatives. I look forward to continuing those strong relationships as we move into the next 25 years.”

– Debra Jonasson-Young,
SCCE Executive Director





CONTACT US

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ASPER
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**STU CLARK CENTRE
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