The future of Manitoba’s and Canada’s economic strength and health will be dependent upon our ability to create new ventures and organizations, together with our ability to innovate within existing organizations from private industry to public institutions and our communities as a whole.

The purpose of the Stu Clark Centre for Entrepreneurship is to “Spark Entrepreneurial Spirit” and instill an “Entrepreneurial Mindset” not only within the Asper School of Business but also across the entire university student population. We aspire to integrate entrepreneurship into the fabric of the University of Manitoba across all faculties, and invest in those students who want to shape the future.

The Stu Clark Centre for Entrepreneurship is passionate about creating an environment where all students can develop an entrepreneurial mindset, where all students are excited and energized by the possibly of starting their own ventures and where all students believe that “entrepreneurship is a career choice too!”

Debra Jonasson-Young
I.H. Asper Executive Director for Entrepreneurship

umanitoba.ca/entrepreneur
The Stu Clark Centre for Entrepreneurship (SCCE) aims to spark the entrepreneurial spirit in students and enables students to realize that entrepreneurship is a viable career path regardless of their area of study. We support entrepreneurial activities not only from students at the I.H. Asper School of Business, but also from ALL faculties at the University of Manitoba Fort Garry and Bannatyne Campuses including: Faculty of Arts, Faculty of Engineering, Science, Faculty of Agriculture and Food Sciences, Faculty of Medicine, Education and more!

OUR PURPOSE

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The Stu Clark Centre for Entrepreneurship’s team is paving the way for University of Manitoba student entrepreneurship and is passionate about igniting the entrepreneurial spark in students regardless on their chosen field of study. Our team is small, but mighty and a highly dedicated group with diverse strengths in areas such as Branding, Marketing, Event Planning, Start-Up coaching and more!

**AMY JONES**  
Program Coordinator

**DEBRA JONASSON-YOUNG**  
I.H. Asper Executive Director of Entrepreneurship

**LINDSAY FRIESEN**  
Office Administrator
Developing an entrepreneurial mindset, being innovative, taking initiative, leading the way, and taking a risk, are skill sets that everyone will need to be successful in the future. Whether working for an organization or starting up a business, developing an entrepreneurial mindset, stepping out of one’s comfort zone, being creative and innovative, are the competencies that will ensure success on all fronts.

The Stu Clark Centre is here to spark entrepreneurial spirit and provide students with the critical support that they need as they build their entrepreneurial muscle. And, we are here to remind all students that entrepreneurship is a career choice too!

How do we do it? Through these major focuses - keep reading to find out more!
The SCCE is passionate about igniting the entrepreneurial spark in students from all faculties, helping them to recognize that entrepreneurship is a viable career path!

ENTR 2030: Intro to Entrepreneurship is a new core course all Asper students will be required to take! Not an Asper student? We have you covered with ENTR 2020 which is open to all U of M students not enrolled in Asper. These two courses parallel and give students a fantastic overview of what skills are required to be an entrepreneur. The best part is with this course, students actually have the opportunity to practice those skills in an exciting and fun way!

ENTR 2030

Beginning in fall 2019, we have an exciting NEW! core course in entrepreneurship called ENTR 2030: Introduction to Entrepreneurship: Business and Social Perspectives course being added to our B.Comm.(Hons.) degree. Involvement includes providing experiential elements such as a pitch competition, support for business planning and the organization of a tradeshow.

ENTR 2020

In addition to the new Asper course, we are also offering a parallel course called ENTR 2020 that students from other faculties can take who are wanting to learn about the fundamentals of entrepreneurship.

MAJOR IN ENTREPRENEURSHIP

We are proud to have a popular major in B.Comm. Hons. major in Entrepreneurship Small Business where students are exposed to the process of a new venture startup, social initiatives, small business management and family business.

MBA PROGRAM

Asper’s MBA program is one of the most diverse in Canada and offers an Entrepreneurship and Innovation stream for students who are interested to learn about at the graduate level about entrepreneurship and how it can be viable career path.
The SCCE drives entrepreneurial awareness through a number of exciting events and competitions including our three major business plan competitions listed below.

**STU CLARK NEW VENTURE CHAMPIONSHIPS - GRADUATE EDITION**
This competition represents our premier competition and represents a prestigious, international academic opportunity designed to mimic the real world process of starting a new venture while rewarding innovative thinking and entrepreneurial spirit. The competition is for graduate students to gain real experience while developing and growing new ventures based on the student created, managed or owned ventures. Just by participating teams are guaranteed at least $1,000 but more than that, the expertise and feedback teams will receive from our leading industry expert judges including Stu Clark himself, is more than money can buy. Throughout this 2-day competition teams will compete in an Elevator Pitch, Logo Pitch and Business Plan Presentation for more than $60,000 prize money and will evaluate the feasibility, market opportunity and business model of a new venture.

**STU CLARK NEW VENTURE CHAMPIONSHIPS - UNDERGRADUATE EDITION**
This exciting competition is for undergraduate students from all post-secondary schools in Manitoba including Red River College, University of Winnipeg, Assiniboine Community College, Brandon University, University of Manitoba and others. This is an excellent opportunity for students to bridge from traditional classroom learning to real life experience as they pitch their ideas in front of judges and an audience. Throughout this 1-day competition individually or as a team, students will compete in an Elevator Pitch, Logo Pitch and Business Plan Presentation for more than $15,000 prize money. Along with the opportunity to win prize money students get valuable experience pitching their venture (practice makes perfect!) and they will also receive feedback on the feasibility, market opportunity and suggestions from our leading industry judges on how to make their venture even stronger.

**STU CLARK NEW VENTURE CHAMPIONSHIPS - HIGH SCHOOL EDITION**
High school students across the Province of Manitoba compete at this fun filled 1-day competition in an Elevator Pitch, Logo Pitch, Business Plan Presentation and Trade Show Competition for more than $6,000 in exciting prizes. This competition exposes students to important life skills such as public speaking, and writing skills and creative thinking in an entertaining and safe way. Along with winning great prizes, students will gain insight and feedback from our judges. Students can choose to compete individually or in a team and ventures can be anything students are highly passionate about! We've seen unique concepts such as a public speaking virtual reality app, a mobile car detailing service, gourmet homemade hot sauce and spray-on grip that improves the performance of athletic shoes! This is an exceptional experience for high school students!

**RAMP UP**
Ramp Up is open to all faculties at U of M and is an event in partnership with the Technology Transfer Office, North Forge Technology Exchange and the Stu Clark Centre for Entrepreneurship. This event is 1.5 days long and begins with a pitch session where students pitch their idea to the crowd. Following this, students create teams based on the ideas and spend the next day working on idea validation, market research, financials, assessing the competitive landscape and more. This event promotes ideas to collide, grow and change while also providing students the opportunity to pitch their venture at the end of the weekend for a chance to win money and feedback from industry judges.

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Sponsored by the Stu Clark Centre and other local community members the Collegiate Entrepreneurs’ Organization (CEO) is a campus wide entrepreneurial student group and is the heartbeat of student level entrepreneurship. CEO organizes fun events and networking opportunities throughout the year in Winnipeg’s dynamic entrepreneurship community! Events often include a local business start-up bus crawl, a real life elevator pitch competition and more!

Visit ceomanitoba.ca for more info!

Message from the President

“My goal as the President of the CEO Manitoba chapter is to lead the group in a cross campus effort to inspire and support the entrepreneurial ideas that come out of the University of Manitoba! I have a great team and we have some exciting events that hope to accomplish our goals. Our promise is to make it easier for students to become entrepreneurs."
The Venture Coach program at the SCCE is a resource for students to help lead them into startup land! The Venture Coach provides free one-on-one meetings with students at any stage in the startup, from the beginning stages of an idea and beyond. Students book a meeting with the Venture Coach and receive valuable feedback in idea vetting, feasibility studies, financial modelling, market research, cash flow projections, or to simply bounce ideas around with another entrepreneur!

The Venture Coach at the Stu Clark Centre for Entrepreneurship who has experience in entrepreneurship and is passionate about mentoring students pursuing their own ideas for a venture.

To book a meeting with our Venture Coach email venturecoach@umanitoba.ca

Josh Zaporzan 2019-20 Venture Coach
Winnipeg’s vibrant, active and knowledgeable entrepreneurial ecosystem has some key players that we are honoured be connected with. It takes a village to raise a start-up!

Futurpreneur Canada has been fueling the entrepreneurial passions of Canada’s young enterprise for two decades. They are the only national, non-profit organization that provides financing, mentoring and support tools to aspiring business owners aged 18-39. Futurpreneur has an internationally recognized mentoring program hand matches young entrepreneurs with a business expert from a network of more

The ICT Association of Manitoba, is on a mission to showcase Manitoba’s innovation and grow the province’s tech sector. Through collaboration, education and promotion, they bring people together to share skills, explore ideas and build a strong community. Every year ICTAM hosts quality events with industry leaders who are inventing the future, organizes training sessions where members boost their skills and champions causes that are important to the tech industry.

Mitacs is a national, not-for-profit organization that has designed and delivered research and training programs in Canada for 20 years. Working with 60 universities, 4,000 companies, and both federal and provincial governments, they build partnerships that support industrial and social innovation in Canada.

North Forge Technology Exchange is an innovation-based economic development agency and a powerhouse community to fuel Manitoba’s innovation economy providing entrepreneurs with award-winning mentors, rockstar subject matter experts and a two-stage startup program. Armed with Canada’s largest non-profit fabrication lab, we operate out of 27,000 square feet across Innovation Drive and Innovation Alley in Winnipeg, Canada.

The World Trade Centre Winnipeg (WTC Winnipeg) is a member of the World Trade Centers Association, the leading international trade network, representing more than 300 World Trade Centres in nearly 100 countries. The WTC Winnipeg provides support to Manitoba companies looking to grow their business beyond Manitoba and provides services to international companies interested in doing business with Manitoba companies. The WTC Winnipeg’s trade development team provides a range of services to help companies identify and pursue Targeted Trade Opportunities, explore new

The Women’s Enterprise Centre of Manitoba is a resource for women looking to start or expand their businesses and work on an individual basis with women throughout the province to answer their questions and help them determine the steps to make their businesses successfully. In addition to the three core services: business advising, training and financing, the team at the Centre has developed innovative programs to assist women at all business stages. They deliver a variety of events, networking and mentorship opportunities to help women develop their business knowledge and expand their networks.

U of M Technology Transfer Office (TTO) oversees intellectual property (IP) at the University of Manitoba, manages technology-based alliances with local and global partners, facilitates research partnerships with local and global industries, enables start-up ventures and supports interactions between the university, industry and community partners.

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WOMEN ENTREPRENEURSHIP KNOWLEDGE HUB

The Stu Clark Centre for Entrepreneurship together and the James W Burns Leadership Institute at the University of Manitoba are proud collaborators with the Women Entrepreneurship Knowledge Hub (WEKH) and in particular the Manitoba / Saskatchewan Regional Hub for WEKH.

Women Entrepreneurship Knowledge Hub is a national network and accessible digital platform for sharing research, resources, and leading strategies. With regional hubs and a network of more than 75 partners, WEKH is designed to address the needs of diverse women entrepreneurs across regions and across sectors. WEKH’s advanced technology platform, powered by Magnet, will enhance the capacity of women entrepreneurs and the organizations who serve them by linking them to resources and best practices from across the country.

With the support of the Government of Canada, WEKH will spread its expertise from coast to coast, enabling service providers, academics, government, and industry to enhance their support for women entrepreneurs. Ryerson University’s Diversity Institute, in collaboration with Ryerson’s Brookfield Institute for Innovation + Entrepreneurship and the Ted Rogers School of Management, is leading a team of researchers, business support organizations, and key stakeholders to create a more inclusive and supportive environment to grow women’s entrepreneurship in Canada.

As part of the Government of Canada's Women Entrepreneurship Strategy, the network will:

- Benchmark and report on the progress of women entrepreneurs in Canada
- Collect, analyze and disseminate research
- Assess and share best practices and knowledge on how to advance women entrepreneurs
- Engage women business support organizations across Canada and provide a platform to strengthen cross-sector collaboration and connect women entrepreneurs to resources.
- Support the implementation of more inclusive policies, programs, and practices across the innovation ecosystem
- Challenge stereotypes and build awareness of women’s entrepreneurial success.
Stu Clark is a Calgary oil and gas entrepreneur. He is a 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 B. Comm. (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. In 1998, Pinnacle was sold for over $1 billion. Mr. Clark has been involved in the start-up and reorganization of a number of 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. His donation 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 been a strong supporter of the Canadian Museum for Human Rights.

“My university experience helped create the opportunities that I’ve taken advantage of in my life,” he says. “I have a passion for entrepreneurship: I’ve started a number of my own businesses, sold them, profited from them and now it’s time to give back.”
FINDING THEIR SPARK

STUDENT TESTIMONIALS
Young entrepreneurs spark big ideas but often require mentorship, leadership and guidance to help them develop their ideas.

Josh Zaporzan [BComm(Hons)/16] is the CEO and co-owner of athletic apparel company Longball Athletics. While at SCCE, he and a team of Asper students developed the MedicHero app, which won first place at the 2017 Apex National Business Plan Competition.

Keegan Slijker, a student in the Native Studies department in the Faculty of Arts, is the founder of Fitness Up North which organizes youth basketball camps in Canada’s northern communities to improve physical literacy. He won 1st place in the Business Plan Competition and the people’s choice award at the 2019 Stu Clark New Venture Championships – Undergraduate Edition.

JOSH:
The SCCE gave me the confidence needed in order to be an entrepreneur in the real world! The most challenging part is the steep learning curve with every new business.
I’ve learned that in order to be a successful entrepreneur, hard work, determination, persistence and a positive attitude are a must to survive and thrive daily. Every entrepreneur wants their business to grow fast, but patience is key. The future belongs to creators and innovators, and that’s why studying entrepreneurship is important.

KEEGAN:
I’ve always had an interest in entrepreneurship, but never knew how to go about starting a business. The SCCE validated my ideas, which made me believe in myself and gave me the confidence that Fitness Up North could be a success. Venture Coach Christos Vasilarakis [BComm. (Hons.)/15] helped me write a business plan which helped me assess and mitigate risks, improve my revenue and retention rate, and gave me a financial forecast for my business. As a first-time entrepreneur, I’ve learned it’s very important to make your own decisions, but it’s also wise to seek mentorship or coaching if needed.
CONNECT WITH US

Stay up-to-date with upcoming events and competition deadlines from the Stu Clark Centre for Entrepreneurship by following us on our social media accounts or visiting our website.

umanitoba.ca/entrepreneur