



STU CLARK CENTRE
FOR ENTREPRENEURSHIP

2023-2024

IMPACT REPORT

ASPER
SCHOOL OF BUSINESS



STU CLARK CENTRE
FOR ENTREPRENEURSHIP



UM



MESSAGE FROM THE DEAN

I am proud to see the outstanding impact the Stu Clark Centre for Entrepreneurship has had at the University of Manitoba in the 2023-24 academic year.

Housed at the Asper School of Business, the Stu Clark Centre has been elevating the entrepreneurial dreams of UM students for over 25 years, enriching student experience through webinars with inspiring entrepreneurs, startup coaching and competitions that attract top talent locally and internationally.

The 2024 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, and this year introduced the Social Entrepreneurship Awards, rewarding ventures and emerging entrepreneurs making an impact.

Embodying UM's commitment to experiential and active learning, the Stu Clark Centre engages students' entrepreneurial passions outside of the classroom.

Students learn vital skills and cultivate their entrepreneurial mindset. The Stu

Clark Centre also connects students the local, domestic and international entrepreneurial communities. As a hub for change and innovation, housed right here at Asper, the Stu Clark Centre empowers students to pursue their dreams and make meaningful change.

The impact reported here is not possible without UM alumni and Manitoba business community members for offering students valuable feedback as mentors and judges. Special thanks goes to the Centre's benefactor and namesake, Stu Clark [BComm(Hons)/76, LLD/2011], as well as The Associates and The Asper Foundation for their vision and generous support.

I am so pleased to share a successful year of entrepreneurial excellence in education.

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) aims to “**Ignite the Entrepreneurial Mindset**” in all UM students, promoting business startups as viable career choices across all fields of study. As a key player in Manitoba’s entrepreneurial ecosystem, SCCE fosters a culture of innovation and provides resources for students to pursue their entrepreneurial dreams.

In April, SCCE hosted the successful Stu Clark New Venture Championships, an international business plan competition for undergraduates and graduates, featuring **32 teams from North America competing for over \$64,000 in prizes**. This year, a Social Entrepreneurship category was introduced to highlight the importance of promoting positive social change through sustainable solutions. In June, SCCE held a High School Pitch Workshop, where over 60 Manitoba high school students learned entrepreneurship basics and competed in a pitch competition.

Over 700 students participated in CPHR Pitch Competitions in March and November, supporting mandatory entrepreneurship courses. Collaboration with the Faculties of Science and Engineering resulted in a full “**Entrepreneurial Mindset**” class of **40 students, with a waitlist of 27**, showing growing interest in entrepreneurship across the university.

The Stu Clark Webinar Series, developed by our Start Up Coach, covered various entrepreneurial topics bi-weekly, engaging **over 1000 participants through 15 webinars**. The **Start Up Coach also facilitated over 100 student meetings**, providing guidance to develop their businesses.

The 2023/24 year was another exciting one for SCCE. As the bridge between the University of Manitoba and the broader entrepreneurial ecosystem, SCCE strengthened connections with organizations like North Forge, Futurpreneur, TechMB, the newly minted IdeaStart and others, ensuring students have access to necessary resources. SCCE supported numerous events, including Ramp Up at North Forge, the Science Spark Pitch Competition, and the Better Together event hosted by the Centre for Teaching and Learning (CATL).

As co-lead for the Women Entrepreneurship Knowledge Hub, SCCE provided insights into women’s entrepreneurship in Manitoba and Canada, hosting a community breakfast where the first-ever report on the Status of Women’s Entrepreneurship in Manitoba was unveiled.

Overall, SCCE had an exceptional year and is committed to nurturing the entrepreneurial spirit in all University of Manitoba students, looking forward to new achievements in 2024/2025.



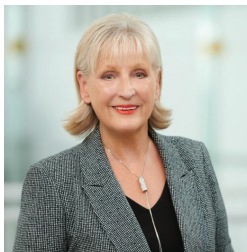
Debra Jonasson-Young

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



CONTENTS

Message from the Dean	2
Message from the Director	3
Meet the team	5
About the centre	6
About Stu Clark	7
Partners in education	8
Driving entrepreneurial awareness.....	10
Creating a student community.....	12
Supporting entrepreneurial ventures.....	13
Connecting to the larger community	14
Other initiatives	16
Women Entrepreneurship Knowledge Hub.....	17
On the horizon	18
Contact us	19



Debra Jonasson-Young
Executive Director



Amy Jones
Event Manager



Lindsay Friesen
Marketing Coordinator



Ben Isakov
Startup Coach



Melinda Sasek
Office Coordinator

ABOUT THE CENTRE

The Stu Clark Centre for Entrepreneurship was established 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 graduate and successful entrepreneur, the centre was re-branded to the Stu Clark Centre for Entrepreneurship. Throughout the life of the SCCE, the centre 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.

CPHR LIVE PITCHES

Through a generous sponsorship by CHPR Manitoba, SCCE hosts two live pitch events to support the Introduction to Entrepreneurship courses offered in both the fall and the winter sessions to Asper students (mandatory) as well as non-Asper students. This course provides students with the fundamentals of starting a business. Whether they plan to start one today or 6 years from now, students gain a strong understanding of the commercialization process. The SCCE hosted 350 students in [Fall 2023](#) and

350 students in [Winter 2024](#) where they had the opportunity to pitch their ideas in front of industry judges and all their fellow classmates. They were treated to pizza, live music, the excitement of participating in an actual pitch competition!

Entrepreneurship plays an increasingly crucial role in Manitoba's economy. Majoring in Entrepreneurship & Small Business equips students with key skills such as resilience, collaboration, innovation, and critical thinking, which are valuable to both employers and entrepreneurs. Students learn to launch new ventures, engage in social initiatives, and manage small and family businesses. In 2023-2024, 25 students declared entrepreneurship as their major.

700+
STUDENTS ENROLLED
IN ENTR 2030/2020

25
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



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

In 2020, the Stu Clark Centre collaborated with the Faculty of Science to develop a course aimed at science students, introducing them to the entrepreneurial mindset, showing how scientific ideas can turn into ventures, and providing business fundamentals. This partnership created the “Entrepreneurial Mindset for Scientists” course, which has been offered four times and expanded to include engineering students, leading to its renaming as “The Entrepreneurial Mindset Course for Scientists and Engineers.” So far, over 75 science and engineering students have participated, and the course’s popularity continues to rise.

For the fourth consecutive year, SCCE, in collaboration with the Faculties of Science and Engineering, offered the “Entrepreneurial Mindset” course. It

attracted a full class of 40 students, with waiting lists in both faculties, highlighting the strong interest in entrepreneurial skills across the university. The course represents experiential learning at its finest and will be extended to more faculties and students in the upcoming year.

TRAVELLING TEAMS

At both undergraduate and graduate levels, SCCE provides teams with coaching and mentoring, covering all travel expenses for participating in competitions across North America.

A highlight this year, was one of our MBA new venture teams was chosen to participate in the prestigious **Ivey MBA Business Plan Competition** in January. The Stu Clark Centre takes pride in supporting our travelling teams, both financially, as well as with coaching support. Under the direction of SCCE Start Up Coach, Ben Isakov, MBA students, Helena Goldman and Bin Bai

travelled to London to compete in the Ivey competition. These competitions provide students with a tremendous experiential learning opportunity, supporting them as they strengthen important life competencies.

“These students are coming up with ideas that are going to seed our future,” Jonasson-Young said. It’s crucial to develop their entrepreneurial skills young so “when that magical moment hits... they can call upon it.”

—Debra Jonasson-Young, I.H.
Executive Director, Stu Clark
Centre for Entrepreneurship

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.

2024 STU CLARK NEW VENTURE CHAMPIONSHIPS

For the second year, the Stu Clark New Venture Championships returned live and in-person this April, attracting over 70 applications from across North America. Sixteen undergraduate and sixteen graduate teams, including those from Johns Hopkins, University of California, Arkansas, Waterloo, University of British Columbia, Florida Atlantic, Rice, Yale, Western, and the University of Calgary, joined a strong showing from the University of Manitoba to compete for \$64,000 in cash prizes.

Executive Director of the SCCE, Debra Jonasson-Young comments on another stellar year of pitches, plans and passion. **“Each year, this competition energizes the entrepreneurial ecosystem here in Manitoba and elevates our presence in an international community of entrepreneurs. Fanning the flame of entrepreneurship is more important than ever, and we have strengthened our purpose with the introduction of the Social Entrepreneurship awards, recognizing ventures that can deliver positive societal impact.”**

UM Faculty of Science students Ian Kruk and Laura Los received the inaugural Social Entrepreneurship Award (Undergraduate) and secured third place in the undergraduate video pitch competition as Sweet Diagnostics. Kruk and Los pitched the SYPHlstat, a portable solution that uses glucose meters to diagnose syphilis infections quickly and reliably.

“It has been such a validating experience to receive this award. We feel it is our responsibility, now, to do whatever we can to move this project beyond an idea on paper and into the hands of patients and communities that need it most. Competitions like the SCNVC are essential to the development and advancement of innovations, and we are walking away from the competition miles ahead from where we were when we first applied,” they say.

“Having participated in numerous competitions over the past couple years, I can confidently say that the Stu Clark Championships showcased some of the most innovative ventures and offered an amazing network of entrepreneurs to connect with in the future.”

—Sagar Rastogi, Locaze, Johns Hopkins University

32 TEAMS

21 UNIVERSITIES

64 FOUNDERS

45 JUDGES

\$64K IN PRIZE MONEY



2024 NVC CHAMPIONS

UNDERGRADUATE LEVEL VIDEO PITCH WINNERS

- 1ST – ONE IN A CHAMBER, UNIVERSITY OF BRITISH COLUMBIA
- 2ND – PATIENT COMPANION, UNIVERSITY OF WATERLOO
- 3RD – SWEET DIAGNOSTICS, UNIVERSITY OF MANITOBA

UNDERGRADUATE LEVEL SOCIAL ENTREPRENEURSHIP AWARD

WINNER: SWEET DIAGNOSTICS, UNIVERSITY OF MANITOBA

UNDERGRADUATE BUSINESS PLAN WINNERS

- 1ST – ONE IN A CHAMBER, UNIVERSITY OF BRITISH COLUMBIA
- 2ND – LOCAZE, JOHNS HOPKINS UNIVERSITY
- 3RD – PATIENT COMPANION, UNIVERSITY OF WATERLOO
- 4TH – AUTOMAX AI, UNIVERSITY OF WATERLOO

GRADUATE BUSINESS PLAN WINNERS

- 1ST – SINUSTIM, JOHNS HOPKINS UNIVERSITY
- 2ND – HYDROPHOS SOLUTIONS, UNIVERSITY OF NEW HAMPSHIRE
- 3RD – AIRMAX, UNIVERSITY OF TEXAS AT AUSTIN
- 4TH – RELIACARE, SAN DIEGO STATE UNIVERSITY

GRADUATE LEVEL SOCIAL ENTREPRENEURSHIP AWARD

WINNER: METACYLER BIOINNOVATIONS, UNIVERSITY OF WATERLOO

GRADUATE LEVEL VIDEO PITCH WINNERS

- 1ST – PET HEALTHCARE INNOVATIONS, FLORIDA ATLANTIC UNIVERSITY
- 2ND – SINUSTIM, JOHNS HOPKINS UNIVERSITY
- 3RD – NOSH PROTEIN, WESTERN UNIVERSITY

HIGH SCHOOL PITCH WORKSHOP

On June 6, 2024, the Stu Clark Centre welcomed 60+ high school students for a dynamic workshop aimed at honing their entrepreneurial skills. Students learned the art of pitching their ideas effectively, covering the basics of crafting a compelling pitch, identifying their audience, structuring their pitch, and incorporating persuasive language and visuals. The workshop provided a supportive environment for practicing pitching skills, with feedback from peers and facilitators. The day concluded with a pitch competition, offering students a chance to practice public speaking before judges. By the end, students gained valuable communication skills applicable to class presentations, job interviews, and pitching their own business ideas.



“This was the first business plan competition I’ve been to so far, and it was one of the best learning experiences I could have asked for. Getting to present a longer pitch in front of a panel of judges was such a good opportunity. Then getting to see so many incredible pitches and take notes on how I can better my presentation and pitch deck was invaluable. It was so great meeting so many amazing people and making great friends throughout this event as well.”

—Tyler Strothman, Vitali Running, Rice University



CREATING A STUDENT COMMUNITY

The Stu Clark Centre continuously seeks innovative and engaging ways to spark enthusiasm for entrepreneurship, offering diverse opportunities for students across the university to collaborate and participate in 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 partnering with community leaders and hosting high-profile speakers, we leverage their expertise to benefit students at the University of Manitoba and beyond. This collaboration creates a win-win situation, as our partners

enjoy sharing their knowledge, and our students thrive on learning from their experiences.

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 50 webinars that are recorded and available to students to view in our online library.

WEBINAR HIGHLIGHT

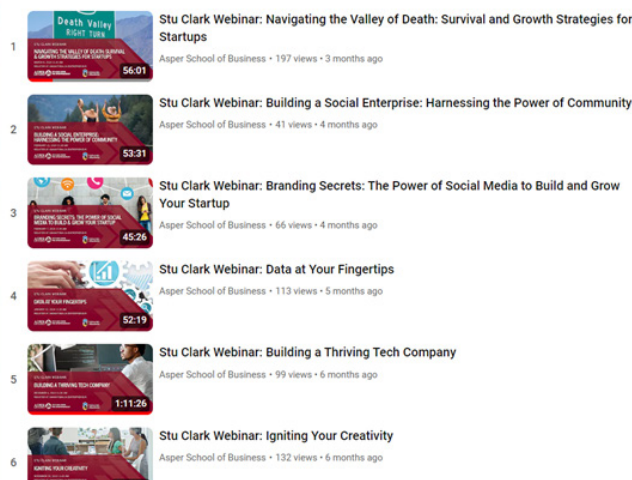
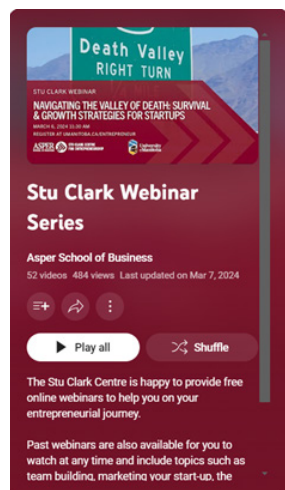
(most attended in Fall 2023 with 121 attendees)

Entrepreneur's Toolkit: Business Planning Essentials

In this webinar, participants delved into the significance of business planning and discovered how to create a robust business plan, utilize lean canvas models and other tools to effectively chart the course for your startup or existing business, paving the way for a successful future.



STU CLARK YOUTUBE CHANNEL



3
YEARS

50+
WEBINARS

4500+
REGISTRANTS

HIGH
PROFILE

GUEST SPEAKERS
SUCH AS DAVID
SEGAL, 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, Ben Isakov, 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.

BEN ISAKOV

Ben is a seasoned Business Breakthrough Strategist and Exit Planning Advisor with over 20 years of experience in Quality Assurance, Continuous Improvement, and Operations Management. He excels in identifying and addressing growth barriers in businesses. Ben offers tools and methodologies for Strategic Plans, Transferable Business Value, and Exit Plans, ensuring clients achieve success.

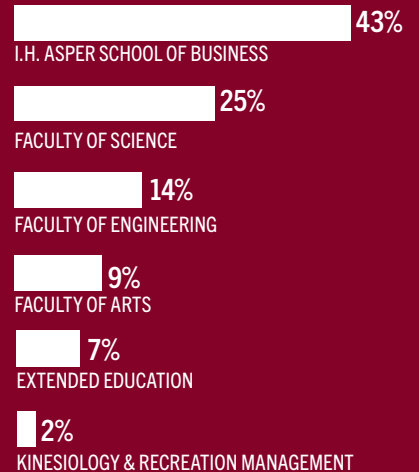
As the Strategic Partnership and Venture Support Lead at the University of Manitoba's Stu Clark Centre, Ben bridges academia and industry. He fosters innovation and supports emerging entrepreneurs, significantly contributing to the university's mission and reinforcing its status as a hub for entrepreneurial excellence.

OTHER COACHING OPPORTUNITIES

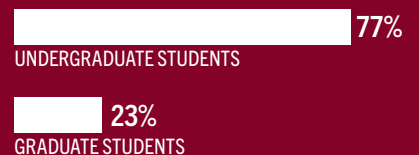
In addition to one-on-one coaching, the Startup Coach is actively involved in a variety of UM and community initiatives including Lab-2-Market, Falling Walls, the Science Innovation Hub, and gap coaching with Mitacs, IdeaStart, and North Forge to name a few, by providing coaching, mentoring and judging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

120+
STARTUP COACH
MEETINGS

FACULTIES REPRESENTED



GRAD VS UNDERGRAD



ACT REPORT

CONNECTING TO THE LARGER COMMUNITY

The Stu Clark Centre for Entrepreneurship serves as a vital link for students within the university and the broader Manitoba entrepreneurial ecosystem. We believe in the power of community to nurture entrepreneurs, connecting students with the abundant resources available across Manitoba's entrepreneurial landscape. Navigating this ecosystem can be overwhelming, but **our role is to guide students and facilitate their access to these resources.**

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, 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. And of course, the Stu Clark Centre is actively collaborating and at the forefront in support of **IdeaStart**, the new university-wide initiative to build and drive a culture of innovation and entrepreneurship across the entire university.

In 2023 the Stu Clark Centre proudly supported the **"Entrepreneurship and Innovation Thinking"** focus spearheaded through the **Centre for Advanced Teaching and Learning**. This initiative has heightened awareness for entrepreneurship and innovation across the university through the development of a website bringing together the various initiatives from around campus under one unified umbrella. And in November 2023 we all came together to support the highly successful **"Better Together"** event where over 150 members of the campus community

gathered to apply design thinking skills to social challenges we face at UM and around the community.

We financially supported North Forge through sponsorships and in-kind support. Including gap coaching for **MITACS / North Forge** companies and of course North Forge's highly successful Ramp Up Weekend.

This year, we supported the **Science Innovation Hub** through sponsorships, coaching, and judging. We also sponsored Winnipeg's first **"Start Up Canada"** tour and provided crucial support for **Futurpreneur** in securing federal funding. Additionally, we sponsored the **Women's Business Owners Entrepreneurship Awards** and served as judges in various competitions, including the inaugural **Manitoba Technology Accelerator** business idea competition.

Lastly, we have a strong relationship with **The Associates of the Asper School of Business, Young Associates, and The Asper Foundation**, which includes financial support and 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



STARTUP TNT
Have fun. Make friends. Build companies.



CANADA DIGITAL
ADOPTION PROGRAM

IDEA★START



UM | The Centre for the Advancement
of Teaching and Learning

NRC-CMRC

**LEAGUE of
INNOVATORS**



TECHMB



Women's Enterprise
Organizations of Canada



**Lab2
Market**



Mitacs

Community
Futures

**RRC
POLYTECH**

**STARTUP
CANADA**

**WORLD TRADE CENTRE®
WINNIPEG**

**EO
Entrepreneurs
Organization**

University
of Manitoba
Partnerships
& Innovation

Canada

**Louis Riel
CAPITAL CORPORATION**

**FALLING
WALLS**

**futurpreneur
canada**

**FIRST PEOPLES
economic growth fund**

**seed
WINNIPEG INC.**

**MANITOBA WOMEN'S
ENTERPRISE CENTRE INC.**
Together Stronger

bdc

Manitoba

Incubate and accelerate

NORTH NF FORGE



**MTA
MANITOBA TECHNOLOGY
ACCELERATOR**

Enter the wider world



OTHER INITIATIVES

L. KERRY VICKAR LAW CLINIC – HELPING MANITOBANS SUCCEED

One of the key entrepreneurial support relationships is between the business and law faculties. The Stu Clark Centre for Entrepreneurship and the Faculty of Law have established a strong partnership to support entrepreneurial students.

The Stu Clark Centre hosted a student-focused webinar, “All Things Legal for Start-Ups,” in collaboration with the L. Kerry Vickar Business Law Clinic, attracting over 100 registrants. The clinic has provided 4,000 pro bono hours to 178 clients, including a significant number of women (50%) and BIPOC (37%) entrepreneurs, many of whom are students from various faculties.

ASSOCIATES SPONSORED SPEAKERS

The Stu Clark Centre hosted two successful virtual speaker events sponsored by Associates.

Swish Goswami (September 27): Recognized as one of Startup Canada’s Young Entrepreneurs of the Year, Swish, the author of “The Young Entrepreneur” and host of the “Track Limits” podcast, gave an inspiring presentation on cultivating a growth mindset and innovation for unparalleled success.

David Segal (May 6): The founder of DAVIDsTEA and Firebelly Tea shared his journey from humble beginnings to establishing two iconic brands. The fireside chat, facilitated by Winnipeg’s Eleanor Coopsammy, highlighted his impact on the retail landscape through his strategic brilliance and exceptional insights.

GLOBAL CONSORTIUM OF ENTREPRENEURSHIP CENTRES (GCEC)

The GCEC conference is the world’s largest gathering for entrepreneurship centers, attracting participants worldwide to discuss academic research, instructional methods, student engagement strategies, and networking opportunities with thought leaders from leading universities. SCCE staff attended the conference in Dallas in October 2023, bringing back new ideas to enhance our student programs.

BRANDON ENTREPRENEURSHIP CONFERENCE

In November 2023, SCCE representatives attended the inaugural entrepreneurship conference hosted by Brandon University to support this initiative and further cement our relationships with the larger Manitoba community.



STU CLARK WEBINAR

ALL THINGS LEGAL FOR STARTUPS!

OCTOBER 25, 2023 11:30 AM
REGISTER AT [UMANITOBA.CA/ENTREPRENEUR](https://umanitoba.ca/entrepreneur)

ASPER  STU CLARK CENTRE FOR ENTREPRENEURSHIP 

“The webinar was incredibly insightful, and I gained valuable knowledge. The webinar provided great insight into various social enterprises and the challenges they face. Once again, thank you for providing such a wonderful opportunity to learn and grow in the social enterprise sector. I look forward to attending future webinars!

–Jessica Sangmosra, Webinar Attendee



SWISH GOSWAMI,
CEO OF SURF

STU CLARK WEBINAR

EMBRACING THE SPIRIT OF INNOVATION: A SIGNATURE BRAND FOR ACHIEVING SUCCESS

SEPTEMBER 27, 2023 11:30 AM
REGISTER AT [UMANITOBA.CA/ENTREPRENEUR](https://umanitoba.ca/entrepreneur)

ASPER  STU CLARK CENTRE FOR ENTREPRENEURSHIP  ASPER  THE ASSOCIATES YOUNG ASSOCIATES



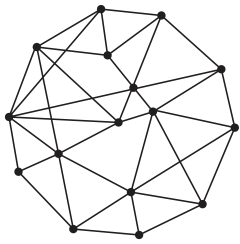
DAVID SEGAL
FOUNDER,
DAVIDs TEA & MAD RADISH

STU CLARK WEBINAR

ELEVATE & INNOVATE: UNPACKING RETAIL WISDOM WITH DAVID SEGAL, BRANDING EXPERT

APRIL 3, 2024 11:30 AM
REGISTER AT [UMANITOBA.CA/ENTREPRENEUR](https://umanitoba.ca/entrepreneur)

ASPER  STU CLARK CENTRE FOR ENTREPRENEURSHIP  ASPER  THE ASSOCIATES YOUNG ASSOCIATES



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.

The Women Entrepreneurship Knowledge Hub (WEKH) is a part of the Government of Canada's Women Entrepreneurship Strategy that aims to increase women entrepreneurs' access to original research, financing, talent, networks, and expertise. It is estimated that closing the gender gap in entrepreneurship in Canada could add \$41 - \$81 billion to Canada's GDP. <https://wekh.ca/>

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 the 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 to name a few. We flowed through important communications representing over 2100 touches.

SCCE and WEKH hosted a breakfast on May 8th with representatives from

MATI and the Jerusalem Business Development Center to engage in a conversation about an initiative focused on creating entrepreneurial opportunities for Arab women in East Jerusalem. The 100 participants were treated to a presentation by MATI highlighting a program prototype that could be an applicable model for rural areas within Canada.

On December 12th, SCCE and WEKH hosted a breakfast to launch the first ever "Report on Women's Entrepreneurship in Manitoba" commissioned by the Manitoba Women's Enterprise Centre and funded by the Manitoba Chambers of Commerce. This report sheds critical light on the state of women's entrepreneurship within Manitoba.

On April 22nd 2023, Debra Jonasson-Young presented on behalf of the Women Entrepreneurship Knowledge Hub to 100 international delegates at the Women's Entrepreneurship and Leadership Conference in Madrid, Spain. The presentation highlighted the concentrated focus that Canada places on women's entrepreneurship as a means to increased economic advantage and prosperity.

SCCE continues to actively support women's entrepreneurship initiatives as an important and essential focus for the Centre.

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



Dr. Suzanne Gagnon

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WEKH Co-Lead

ON THE HORIZON

STU CLARK: SIDE HUSTLE 101 COMING FALL 2024

The Stu Clark Centre has joined forces with Jeff Mitchell from Lane Two Learning to offer a six-week virtual live-interactive course entitled **“Stu Clark Course: Side Hustle 101”**. Our initial pilot will host up to thirty students, and will be free to the students with tuition fees funded by the Stu Clark Centre. This course will walk students through the fundamentals of starting a side hustle and will provide hands on coaching and support to assist them as they develop their businesses.

Students will go through an application process and will be chosen based on the strength of their idea, their passion and their desire to want to make a difference. The first offering of the course runs from October 23rd through to November 27th 2024. Additional sessions will be offered over the course of the coming year and we anticipate being able to train 100 students annually going forward!

In addition, we will kick off our fall webinar series on September 18th with **“The Side Hustle Starter Kit”**, a 90-minute webinar facilitated by Jeff Mitchell. This webinar is open to everyone and will introduce participants to the wide range of business models available to side hustlers and a step-by-step process to transform their ideas, skills and expertise into a new line of income. Along with a recording of the webinar, students will come away with the **“Side Hustler Starter Kit Playbook”** a 50 page reference manual to assist them on their journey!

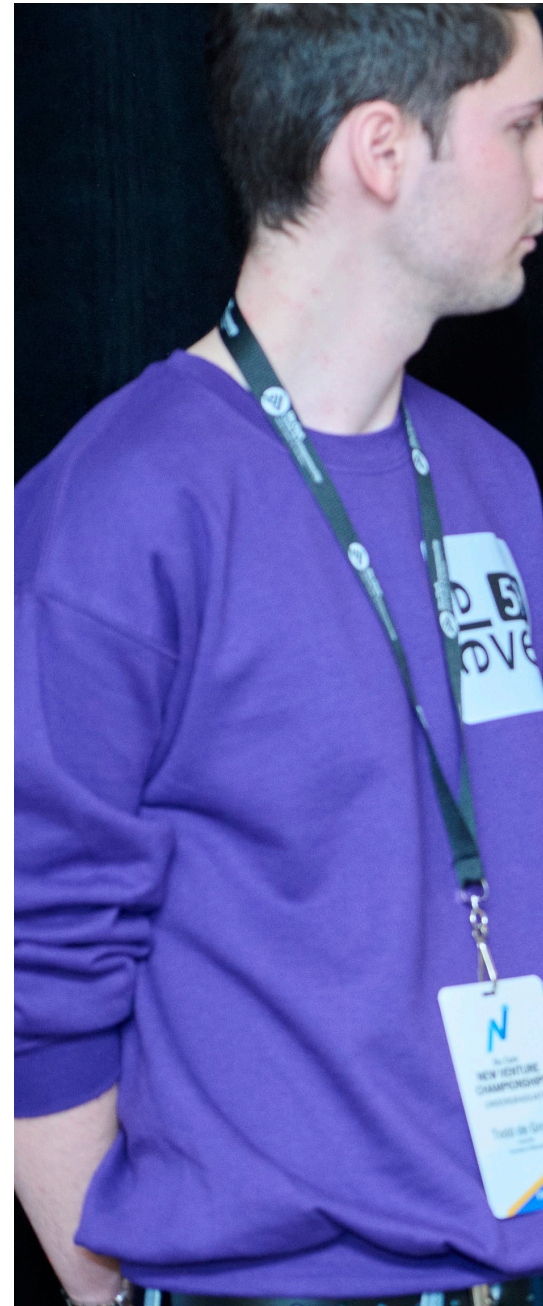
INNOVATEMATES COMING FALL 2024

The Stu Clark Centre launched the Startup Tree platform in 2020, a leading-edge 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 that functionality over the last few years 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

We are excited that the Startup Tree platform also has the ability to host **online peer-to-peer mentorship communities**, where students from anywhere across the university can connect with other students to look for assistance in developing their businesses, or offer to lend their talents and expertise to those students seeking support.

InnovateMates, our new peer-to-peer platform will be launched this fall and will definitely be a game changer for our student community. This platform will allow students to easily connect with each other and assist each other in the process of developing their businesses — and who knows, maybe, just maybe develop life-long partnerships and friendships in the process!





CONTACT US

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PICTURED ABOVE

University of Manitoba undergrads **Todd de Groot, Anthony Theriault, and Hazel Nguyen**, co-founders of **Eleven59**, pitched their business idea at the 2024 Stu Clark New Venture Championships held at the Fort Garry Hotel. Despite not yet finishing their degrees, they are poised to launch a business. “**I think I was born an entrepreneur,**” said 19-year-old Theriault after the team presented its business plan to the judges. Team Eleven59 aims to create an app that organizes students’ course curricula and deadlines into a calendar, using artificial intelligence to offer study advice.



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