



# Entrepreneurship and Innovative Thinking

## Report on Activities 2022-23

[umanitoba.ca/entrepreneurial-thinking](https://umanitoba.ca/entrepreneurial-thinking)



**University  
of Manitoba**

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## President's message

The University of Manitoba is nurturing entrepreneurial thinking across our campuses because, as a community, we want to pursue big ideas.

This is our first annual report showcasing the many ways that ideas have come to life through adopting an entrepreneurial mindset. In it, you'll find more about our efforts in the past year to provide students, faculty, and staff opportunities to learn about, for and through entrepreneurship.

Entrepreneurship naturally welcomes interdisciplinary collaboration with partners within and beyond the university. It is a mindset that encourages taking risks and exploring ideas that may fail—but that journey is where discovery and deep learning can flourish. It is where competencies like empathy, problem solving, innovation and communication are developed.

We take this approach because we have a desire to make an impact and add value, wherever that may be—and that may not necessarily mean the launch of a business. We need social entrepreneurs who are driven to overcome challenges we face in society, from mitigating climate change to bolstering human health to advancing reconciliation.

As a university for Manitoba, we increase our impact and foster greater innovation when we have the courage to be bold.

Michael Benarroch, PhD  
President and Vice-Chancellor

# 1. Delivering entrepreneurship education

We continue to expand our formal and informal entrepreneurial offerings in response to growing student interest within a changing world. A 2021 report by the OECD<sup>1</sup> showed that nearly half of young people would prefer to be an entrepreneur than an employee, and that more than 40% of university students plan to become entrepreneurs within five years of graduation. This shift is prompting us to look at our teaching, classrooms, syllabi and coursework in a new light.

Increasing numbers of students are pursuing majors and minors in entrepreneurship and innovation and exploring our experiential learning opportunities. Collaboration across the university is creating exciting new opportunities for UM students.

## Entry-level courses

Two core UM courses from the Asper School of Business help students explore entrepreneurship saw enrollment increase by 20% in 2022-23.

### **ENTR 2030 - Introduction to Entrepreneurship: Business and Social Perspectives**

Launched in 2019 for students in the Asper School of Business, this popular course examines entrepreneurship through a social, environmental and economic sustainability lens. Students explore the relationship between society's need for economic development and the resulting effects on the environment or other stakeholders, including rural and Indigenous communities.

### **ENTR 2020 - Starting a New Business**

Students in any other faculty who want to explore entrepreneurship as a viable career, regardless of their field of study, are signing up for this introductory course launched in 2020. Through study of a wide range of topics, students increase their understanding of what it takes to succeed in an entrepreneurial career and can begin to assess their potential for starting a business.

**700+** students enrolled in  
ENTR 2030/2020

**300** students in the 2023  
ENTR Pitch Competition

**55** Science and Engineering students in the  
Entrepreneurial Mindset course to date

**24** undergraduate students majoring  
in entrepreneurship

*You do not have to invent something to be an entrepreneur, it is a mindset that is broad, open and inventive.*

<sup>1</sup> OECD/European Commission (2021), *The Missing Entrepreneurs 2021: Policies for Inclusive Entrepreneurship and Self-Employment*, OECD Publishing, Paris



ENTR 2030 and ENTR 2020 students on March 17, 2023.

## Here's a great idea: the ENTR Pitch Competition

A unique feature of the ENTR 2030 and ENTR 2020 courses is the opportunity for students to present their entrepreneurial ideas to a panel of industry and academic judges in a Dragon's Den format. Hosted by UM's Stu Clark Centre for Entrepreneurship, the competition provides students a unique experiential learning opportunity, beginning with idea creation, through pitch development, and concluding with pitching through multiple rounds in front of an audience while fielding tough questions.

This safe space to practice and learn the art of an effective pitch helps students hone their strategic thinking and communication skills and visualize entrepreneurship as a career choice.



### At the graduate level, too

Whether their goal is to start a company or innovate in an existing organization, students in the Asper MBA program gain the helpful perspectives they need when they elect the program's Entrepreneurship and Innovation theme.

## The Entrepreneurial Mindset course for scientists and engineers

The Entrepreneurial Mindset course helps students to discover what entrepreneurship really means, understand how scientific ideas can be turned into ventures, and how they can benefit from an entrepreneurial mindset in their studies and beyond – even if they don't start a company.

Launched in 2021 for UM Faculty of Science undergraduate and graduate students, the course was so successful that in 2023 it was expanded to include students from the Price Faculty of Engineering.

The Stu Clark Centre, together with the Faculty of Science, collaborated to create the experiential course. Students are learning creative thinking skills and business fundamentals and have a chance to interact with successful science and engineering entrepreneurs, many of whom are alumni from their programs.

At its core, the entrepreneurial mindset looks for solutions and views problems as opportunities. *“Our aim is to foster this mindset early on at the undergraduate level and grow the pipeline of new talent and innovation here in our province and beyond,”* says Dr. Brian Mark, Dean, Faculty of Science.

## Faculty Spotlight: Meet Dr. Wenlong Yuan, Stu Clark Chair in Entrepreneurship and Innovation



Business Administration Professor, Dr. Wenlong Yuan, loves to help students ignite their creative spark. He invites students in his introductory courses on entrepreneurship to record thoughts in an “idea log” in which they take note of items in their lives they find unsatisfactory or believe could be improved. This is just one way that Dr. Yuan, the current Stu Clark Chair in Entrepreneurship and Innovation, makes developing an entrepreneurial mindset part of everyday learning.

Dr. Yuan's varied research interests inform his teaching. His work currently focuses on entrepreneurship in large firms, the impact of top management teams' characteristics on middle-level entrepreneurial activities, entrepreneurial learning from failure and behaviours of academic entrepreneurs.



Robson Hall, Faculty of Law

## Entrepreneurial training for professional practice

UM is home to many disciplines where, after graduation, students enter professional practice and become entrepreneurs and small business owners. Students pursuing professions such as dentistry, law, rehabilitation sciences and social work can benefit from business knowledge in addition to their specialized discipline.

Law students get this chance at the L. Kerry Vickar Business Law Clinic, named for its benefactor, alumnus L. Kerry Vickar [LLB/80]. The Clinic has offered Manitoba law students the chance to get practical experience in business law since 2014.

Students get hands-on experience providing information and services to small businesses, start-ups, entrepreneurs, family businesses, non-profits, charities, and artistic, cultural and community organizations that do not have a lawyer and cannot afford legal assistance.

The Clinic exposes students to the practical aspects of corporate and commercial law carried out with professional responsibility and a sense of public obligation.

## Entrepreneurship as experiential learning

UM has a long history of using experiential learning (EL) as a pedagogical tool, and supports a broad definition of EL that includes curricular and co-curricular experiences. EL advances learning, personal growth and competency development by engaging students directly in the application of theoretical concepts in practice and reflecting critically on those experiences.

Entrepreneurship – *engagement in the early-stage development of business start-ups and/or the advancement of ideas that address real-world challenges, while leveraging resources, space, mentorship and/or funding to achieve the desired outcomes* – is recognized as one of the 12 types of EL because we believe students can learn through experiences that solve real world problems of customers or community members.

### Types of experiential learning

Applied research

Co-operative education

Industry project

Program-based placement

Community Engaged Learning (CEL)

Creative works

Internship

Project-based

Campus and global integrated learning

**Entrepreneurship**

Laboratories and studios

Work experience

## New in 2022

In the fall of 2022, UM hired its first Faculty Specialist in Entrepreneurship. Working within The Centre for the Advancement of Teaching and Learning, Janine Carmichael is helping to embed more opportunities to learn about, for and through entrepreneurship in our learning environments.



Janine comes to UM after 10 years of direct experience in the entrepreneurship ecosystem, and another nearly 10 years of teaching at RRC Polytech. As a trained adult educator, Janine:

- Supports faculties and instructors in adopting/enhancing curriculum that develops entrepreneurial competencies for undergraduate and graduate students.

- Supports instructors in improving learning related to entrepreneurship in the context of experiential, community-engaged and work-integrated learning.

As a member of the Entrepreneurship and Innovative Thinking Leadership Team, Janine is helping to reshape our collective understanding of the word entrepreneurship – beyond the traditional construct of a start up – to a willingness and ability to make an impact in our community.

Find more about entrepreneurial thinking in our learning environments at [umanitoba.ca/academics/teachinglife](https://umanitoba.ca/academics/teachinglife)



## 2. Encouraging student engagement

At UM we offer students a range of activities that foster their problem-solving skills and help them become adaptable and resilient. Provided with a safe space to be curious, voice their ideas and develop solutions, their confidence grows and they can create positive change in their sphere of study.

### The Stu Clark New Venture Championships: High-caliber ideas

The 2023 Stu Clark New Venture Championships welcomed student entrepreneurs from across North America to compete for the opportunity to kick-start their unique ventures.

Teams from 17 Canadian and U.S. universities joined a strong UM and University of Winnipeg contingent to compete for \$60,000 in prizes. After months of preparation, students presented their business plans to industry experts, feeling the pressure of the moment and responding in real time to the judges.



#### 2023 New Venture Championships, hosted by the Stu Clark Centre for Entrepreneurship

- 32 teams
- 17 universities
- 75 founders
- 56 judges
- \$60K in prize money

Debra Jonasson-Young, Executive Director of the Stu Clark Centre for Entrepreneurship (left), along with 2023 winners of the Stu Clark New Venture Championships, CurveAssure from John Hopkins University.

### High school pitch workshops: Skill-building in a supportive environment



As humans, we put forward ideas all the time; that's why learning the art of pitching is so valuable beyond the world of business. Job interviews, school projects and academic pursuits all require the efficient and persuasive presentation of ideas.

In June, high school students from Winnipeg and rural Manitoba spent a day on campus learning the basics of crafting a compelling pitch, practicing their skills and receiving constructive feedback from their peers and workshop facilitators. Nearly 80 students took part in this fast-paced day hosted by the Stu Clark Centre for Entrepreneurship. Through listening, learning, and doing, students improved their self-confidence and enhanced their creative thinking and communication skills.

## Falling Walls Lab: A Manitoba voice on the international stage



Natasha Theriault at the international Falling Walls Lab in Berlin, Germany.

Falling Walls Lab is an annual international conference inspired by the 1989 fall of the Berlin Wall. It promotes research and innovation by posing the question, “Which walls will fall next?” With aspiring scientists, researchers and innovators from over 60 countries, the event is a leading forum for scientific breakthroughs and dialogue.

The University of Manitoba’s Natasha Theriault won the first-ever Manitoba Falling Walls competition in 2022, and she presented her pitch at the Berlin conference in November 2022. A PhD student in the Department of Microbiology, Natasha is developing a bacteriophage-based vaccine platform that can be rapidly adapted against newly emerging pathogens and safely distributed regardless of cold-supply chain infrastructure. Her pitch, “Breaking the Wall of Vaccine Equity,” described this potentially life-saving research.

### Manitoba Falling Walls winners

**Grand prize:** Natasha Theriault, for “Breaking the Wall of Vaccine Equity”

**2<sup>nd</sup> place:** Andrew Tse, for “Breaking the Wall of Prenatal Therapy with Nanoparticles”

**3<sup>rd</sup> place:** Mun Kim, for “Breaking the Wall of Genetic Detection using Biosensors”

**Audience choice:** Calvin Howard, for “Breaking the Wall of Dementia Diagnosis”



## Science Spark 3K Pitch Competition



From left to right: Dr. Jolen Galaugher, Janine Carmichael, Daniel Heschuk, Dr. Loren Oschpik, Dr. Steven Whyard.

Eleven student teams competed for the \$3,000 grand prize at the inaugural UM Faculty of Science pitch competition in 2023 as part of the Science Innovation Showcase held on campus.

Sponsored by Thompson Dorfman Sweatman LLP (TDS), the competition recognizes and inspires innovation and entrepreneurship in science. It is open to any undergraduate student, graduate student, or postdoctoral fellow in the Faculty of Science who has an idea, innovation, invention or technology to pitch and who has undertaken entrepreneurial or commercialization activities or plans to do so in the future.

### Competition winner

Daniel Heschuk, for his project “Lower the odour – Realizing industrial-scale applications of soybean peroxidase.”



## Students rise to the challenge at Sprint to Innovate



Janine Carmichael (third left) mentored a team of students, Unai Apraiz Zenon, Rayhan Bhuyan, and Nataliia Magola in the 2023 Sprint to Innovate. She is also on the organizing team for the 2024 event.

For two days in January, 20 UM students participated in Manitoba's third Sprint to Innovate. This event brings together post-secondary students from various institutions and disciplines to learn about innovation while collaborating on a unique challenge: building a minimum viable prototype in just two days.

A total of 84 students participated in the event, including 22 from UM, working on seven challenges put forward by local businesses and organizations.



*Students are drawn to entrepreneurship because they want to solve real-world problems – problems they are passionate about.*

Janine Carmichael, Faculty Specialist, Entrepreneurship



## Shad: Creating a lasting impact

Since 1981, the Shad program has helped ignite youth potential at university campuses across Canada. In 2023, Shad came back to UM. Through a month-long residency in July, selected Grade 10 and 11 students experienced the latest in STEAM and entrepreneurship programming, helping them to think big while having a lot of fun.

Two UM instructors served as 2023 Shad Manitoba program directors. Danielle Pahud, an Instructor in Physics and Astronomy, and Paul Messing, an Instructor in Biology, helped facilitate a unique experiential program that has been known to change young people's lives.



Danielle Pahud



Paul Messing

## The Stu Clark Centre celebrates 25 years

There was plenty to celebrate in November 2022 when the Stu Clark Centre for Entrepreneurship reached a milestone 25 years of fostering student entrepreneurial dreams.

Since its inception, SCCE's support has included 500+ Startup Coach meetings, more than \$1.5 million in prize money for student ventures, and competitions in which more than 1,200 students from across North America have honed valuable skills.

The Centre hosted an anniversary gala honouring more than 100 key stakeholders, including sponsors and long-time supporters. A student party was also a popular event during a two-day campus celebration.

The Asper Centre for Entrepreneurship was created in 1997, a vision of Israel "Izzy" Asper and The Asper Foundation. In 2008, with a generous donation from Stu Clark, a UM alumnus and successful entrepreneur, the centre was rebranded 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.

The overriding purpose of the Stu Clark Centre is to ignite the entrepreneurial mindset in all UM students by cultivating a vibrant and inclusive entrepreneurial ecosystem that supports the creation and growth of student-led ventures.



## 3. Empowering a campus community

We are increasing opportunities for our students, faculty, and staff to come together to gather, share and develop ideas. This is translating into more “Eureka” moments, as our people are encouraged to ask not only, “What should I know?” but also, “What can I create?”

### Stu Clark webinar series: A community of learning

A popular webinar series reached more than 3,100 aspiring entrepreneurs in 2022-23. Developed and hosted by the Startup Coach of the Stu Clark Centre for Entrepreneurship, the series explored a variety of topics including idea generation, business planning, funding, marketing, sales and more.

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. More than 40 webinars are now available in an online library.

**40+** webinars

**3100+** registrants

High-profile speakers: Hamza Khan, Eric Termuende, Michele Romanow and more

#### Webinar favourites:

- Three-time Olympian Marnie McBean shared her recipe for success and demonstrated how it applies to all endeavours, including entrepreneurship.
- A veteran Manitoba business panel shared insights on launching a business and finding support to bring ideas to market.

### Learning from successful Faculty of Science grads

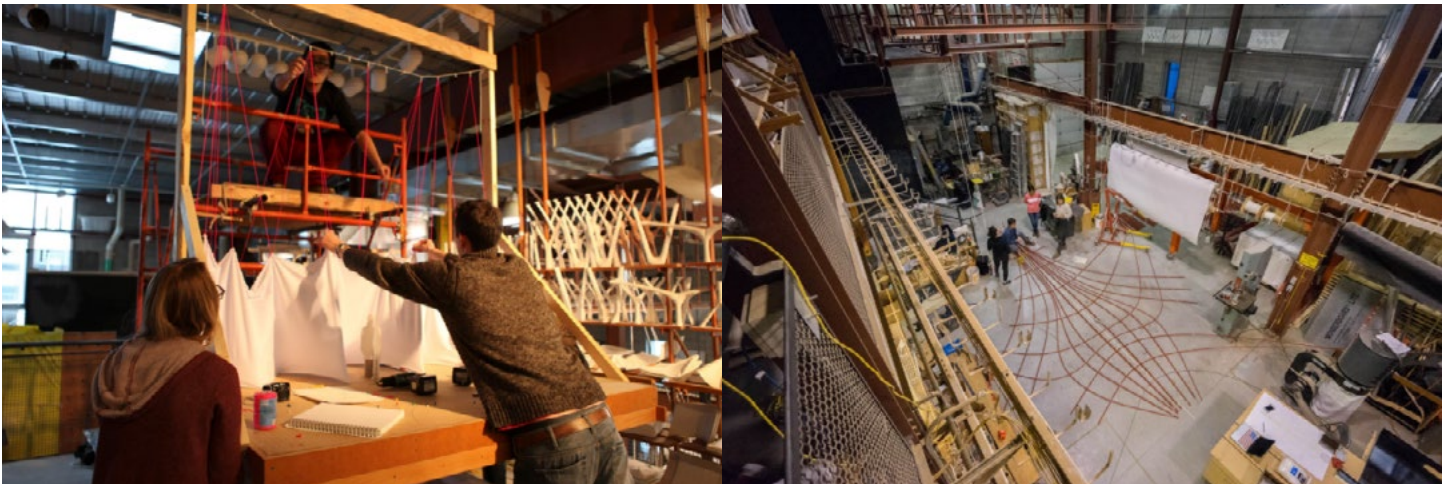


Chris Schmidt speaks to Faculty of Science students on November 4, 2022.

As a complement to the research progress made in UM labs, the Faculty of Science launched an Entrepreneurship Speaker Series in 2022 to introduce students to Faculty of Science alumni entrepreneurs.

Scientists can make great entrepreneurs because they are problem solvers. This series helps students to think early on about their potential and can inspire them to explore the many career directions that a Science degree provides.

In the first installment of the series, students heard valuable insights from Chris Schmidt, whose Geofilter Studios was Canada’s fastest growing company in 2017. Currently, as CEO of Pluto Ventures, Chris is creating artificial intelligence technology backed by a team of investors and advisors.



## Maker spaces: Boosting student creativity in Science and Architecture

Four maker spaces on campus help students come together to explore new tools and technologies, learn from one another and experiment without fear of failure.

### **Maker Space, Faculty of Science**

Started in 2018, the Faculty of Science's Maker Space provides a space for students to create high-end, research-grade equipment. Maker Space offers 21 3D printers and other state-of-the-art equipment, including an all-metal laser-based 3D printer, Computerized Numerical Control (CNC) machines and injection moulder.

### **Centre for Architectural Structures and Technology, Faculty of Architecture**

A one-of-a-kind interdisciplinary research laboratory in Canada, the Centre for Architectural Structures and Technology (C.A.S.T.) provides students with access to technologies for the design, construction and performance of a built environment.

The facility is equipped for work in various fabrication materials and methods, including concrete casting, masonry, carpentry and earthworks. It offers design builds for students to build 1:1 proof-of-concept prototypes. It also hosts researchers from around the world.

### **FABLab, Faculty of Architecture**

FABLab is an interdisciplinary facility that supports design research where students can explore digitally driven design, prototyping and manufacturing.

A recent high-profile creation is a detailed model of the UM Fort Garry campus – more than 80 3D-modelled buildings which is a collaborative project with other UM partners.

### **The Workshop, Faculty of Architecture**

A longstanding presence at UM, the Workshop supports the production of refined models and environmental product and furniture prototypes. Students can experiment with a wide range of tools and equipment for woodworking and plastic. The Workshop has a new focus on digital fabrication and is linked to the UM FABLab, both in terms of proximity and collaborative projects.

Faculty-specific labs and workspaces can also be found throughout UM's campuses. Examples include the Smart Suite model apartment with assistive technology in the College of Rehabilitation Sciences and virtual reality-enabled learning spaces in the College of Nursing.

## 4. Supporting entrepreneurial ventures

We help entrepreneurial ideas become successful ventures by offering a wide range of support to our enterprising students and researchers. We have resources, mentors, incubators and networks to assist projects at every stage.

### Mentoring student entrepreneurs

Students in any UM faculty can get inspiration and free help with their entrepreneurial ideas from Startup Coach Carine Bado at the Stu Clark Centre for Entrepreneurship.

Bado is an entrepreneur whose free consultations on business ideas, feasibility, financial modelling, cash flow projections, market research and other topics are invaluable for young entrepreneurs. She also works to support a variety of UM and community initiatives including Lab2Market, Falling Walls and the Science Innovation Hub, and she coaches venture teams selected to participate in international business plan competitions.

**200+** Startup Coach meetings for undergraduate and graduate students

### Intellectual property: From our labs to the world

The university's Office of Partnerships, Knowledge Mobilization & Innovation helps uncover the full potential of research by considering options to move inventions from research labs into practical applications that can be used globally.

This work includes supporting researchers with the patent process for their inventions, evaluation and protection of intellectual property, and facilitating partnerships beyond academic circles, locally and internationally, with industry investors and other community stakeholders.

### 2022 intellectual property highlights

**43** new invention disclosures

**20** new patent applications

**112** active licenses

**91** Mitacs industry collaborations valued at ~\$5.6 million\*

\* [www.mitacs.ca](http://www.mitacs.ca)

## License highlights

Here are highlights of the advances in technology and the licenses from UM in the past year.

<b>Echelon (faculty start-up)</b>	<b>Periodiagnostic Inc. (faculty start-up)</b>
<p>Echelon is focused on military medical product research and development and the commercialization of medical devices. System and methods for screening obstructive sleep apnea during wakefulness using anthropometric information and tracheal breathing sound.</p> <p>Researcher: Dr. Zahra Moussavi</p>	<p>Development of a point of care strip test to detect periodontal gum disease based on saliva.</p> <p>Researcher: Dr. Denise Bay</p>
<b>TetraGen (faculty start-up)</b>	<b>VStim (student/faculty start-up)</b>
<p>TetraGen Robotics provides self-adaptive automation solutions for precision manufacturing applications. TetraGen's 3D vision technology enables industrial robots to "see," enabling them to automatically detect and adapt to variations in a process. TetraGen helps companies, particularly smaller and medium-size businesses, to automate their low-volume and highly variable manufacturing processes.</p> <p>Researcher: Dr. Matt Khoshdarregi, Engineering (Founder)</p>	<p>VStim develops wearable medical devices that improve the active and passive neurorehabilitation of individuals who have deficiencies in their nervous system such as a stroke. VStim's mission is to make a difference by providing sustainable and accessible rehabilitation and to help patients resume their daily activities and independence.</p> <p>Researchers: Dr. Cheryl Glazebrook (Faculty), Dr. Niyousha Mortaza (Post Doc/Founder)</p>

## Our new Vice-President (Research and International)



Dr. B. Mario Pinto joined the University of Manitoba's leadership team as Vice-President (Research and International) in October of 2022 after having served as Griffith University's Deputy Vice-Chancellor Research and Director of the Gold Coast Health & Knowledge Precinct in Queensland, Australia (2020-2022). Prior to this he served as President of the Natural Sciences and Engineering Research Council of Canada, Chair of the Global Research Council, Co-chair of the Canada-India Joint Science and Technology Committee, and Vice-President Research and Chair of Chemistry at Simon Fraser University.



## Lab2Market Prairies

Lab2Market (L2M) is a nationwide program that helps brilliant minds in STEM graduate and postdoctoral programs reimagine their futures. It bridges the gap between a research idea and commercialization while giving researchers the opportunity to critically test and evaluate their idea in the entrepreneurial landscape.

Participants who complete the Lab2Market Validate program are rewarded with critical entrepreneurial skills and \$15,000 (through Mitacs) to help fund their research. In this 16-week program, participants learn how to unlock the business potential of a research idea – from meeting customers, building a network, and most importantly, developing entrepreneurial grit. Researchers are encouraged to challenge their lab findings and test whether there is a need for their innovation in the commercial market.

Lab2Market Prairies serves researchers from research-based post-secondary institutions in Manitoba, Saskatchewan and Alberta. It is one of four Lab2Market programs across Canada.

**3** L2M Prairies Validate cohorts since 2021

**38 of 53** L2M Prairies Validate trainees since 2021 are from UM

**To date:** Five L2M Prairies participants have progressed to the next stage of start-up development.

## Science Innovation Hub

For science researchers and students, the Science Innovation Hub acts as a first point of contact, offering training, networking and funding opportunities. It also connects scientists with other UM resources, such as the Stu Clark Centre for Entrepreneurship and the Partnerships, Knowledge Mobilization & Innovation office, led by Associate President, Dr. Hans-Joachim Wieden.

Dr. Hans-Joachim Wieden was involved in many of the Hub's activities during his role in the Faculty of Science. He co-led BioEx<sup>M</sup>, a biotech innovation hub inspired by his work in RNA-based bioengineering.

*“Our goal is to lower barriers to entrepreneurship and innovation,”* Dr. Wieden explains. *“If we want to address pressing global and social challenges, we need to empower researchers – anyone, in fact – to develop and deploy their innovations.”*

**The Research Innovation and Commercialization grant provides up to \$10,000 to Faculty of Science researchers to initiate, explore and develop activities, constituting a significant step toward commercializing research.**

**Our Research Innovation and Commercialization grant 2023 recipients:**

Can-Ming Hu, Physics and Astronomy  
Towards Commercialization of a Novel Solid-State Microwave Source

Shaun Lui, Mathematics  
Grading Calculus 1 Assessments by Machine Learning

Sabine Kuss, Chemistry  
POCET Sensor: Point-of-Care Electrochemical Test for Drug Susceptibility – Market Assessment

Sara Rouhani, Computer Science  
Critical Infrastructure for Healthcare Data Stewardship Using Blockchain Technology

Christian Kuss, Chemistry  
Dry Battery Electrode Processing with Novel Binder Technology

Hans-Joachim Wieden, Microbiology  
A Versatile Molecular Cloaking Device

## Alumni spotlight

We are proud of this sampling of UM grads who have transformed their ideas into successful ventures.



### **Destiny Seymour: Indigo Arrows**

Destiny Seymour [BA/00, MID/13] started Indigo Arrows when she couldn't find textiles and products that represented Manitoba Indigenous people and culture. Her linens, quilts and tea towels feature patterns inspired by ancient pottery and bone tools made in the province. She has given Anishinaabemowin names to many of her patterns, helped by her father Valdie, elder-in-residence at UM's Faculty of Architecture.



### **Tyler Phill: My Student Wellbeing**

Tyler Phill [MBA/23] is the founder and CEO of My Student Wellbeing, an online platform where university students can access virtual counselling sessions with qualified therapists. A former social worker who gained business knowledge and skills in his MBA, Phill strives to make mental health services more accessible for students.



### **Graham Taylor: Lineage Distribution (Rogue Processing)**

Graham Taylor [BA/07] founded Lineage Distribution. The company is a co-packing specialist in Manitoba that utilizes a nitrogen infusion packing system to lock in product quality and extend shelf life. Graham won first place in the 2022 New Venture Championships' Graduate Business Plan competition.

# 5. Contributing to the Manitoba entrepreneurship ecosystem

## The Women Entrepreneurship Knowledge Hub

The Women Entrepreneurship Knowledge Hub (WEKH) is a national network and accessible digital platform for sharing research and resources, and leading strategies to advance women’s entrepreneurship. With 10 regional hubs and a network of more than 250 organizations, WEKH is designed to address the needs of diverse women entrepreneurs across regions and across sectors. WEKH’s advanced technology platform, powered by Magnet, enhances the capacity of women entrepreneurs and the organizations who serve them by linking them to resources and best practices across the country. With the support of the Government of Canada, WEKH spreads its expertise from coast to coast, enabling service providers, academics, government and industry to enhance their support for women entrepreneurs.



Women  
Entrepreneurship  
Knowledge Hub

The Manitoba Hub for WEKH is co-led by Dr. Suzanne Gagnon (Associate Dean, Professional Graduate Programs and Executive Education, and Director of the Leadership Institute) and Debra Jonasson-Young (I.H. Asper Executive Director, Stu Clark Centre for Entrepreneurship). Over the past year WEKH Manitoba hosted monthly round table meetings with over 20 participants from the women’s entrepreneurship ecosystem in Manitoba, launched the “State of Women’s Entrepreneurship in Canada – 2023” on behalf of WEKH national and hosted a number of in-person events to connect the community.

In addition, Manitoba is the home of the WEKH National Indigenous Hub led by Ashley Richard, Associate Director, working in concert with partners from across Canada to create an inclusive innovation ecosystem for Indigenous entrepreneurs. In May 2023, Richard and her team hosted the inaugural Celebrating Indigenous Women Entrepreneurs in Manitoba in collaboration with the Indigenous Chamber of Commerce. The event brought together a diverse collection of businesses as vendors and suppliers. *“People were really surprised by the number of Indigenous-owned women-run businesses in our city,”* she said.

By WEKH estimates, **18%** of all Canadian businesses are majority owned by women—  
with more than 99% of these being small- and medium-sized enterprises (SMEs)\*

\*Women Entrepreneurship Knowledge Hub. (2023). *The state of women’s entrepreneurship in Canada 2023*.


## Our partners

To support the entrepreneurial journey of UM students, researchers, faculty and staff, we leverage our connections to the broader community as well. Sometimes that means connecting them to services and supports such as financing in the community. It can also mean connecting industry and community partners with expertise within the university.



# 6. Looking ahead

Building on our existing efforts, UM is growing the impact of entrepreneurial thinking for all in our campus community. We're doing this through new learning opportunities, supports and initiatives.

November is Entrepreneurship and Innovative Thinking Month	At UM, we're Better Together
<p>In the fall of 2023, UM will celebrate our first Entrepreneurship and Innovative Thinking Month during November. With nearly a dozen events around campus, faculty, staff and students are invited to participate in one or two. <i>"These events are for everyone"</i> adds President Benarroch, <i>"Even if you don't see yourself as a traditional entrepreneur."</i> Entrepreneurship and Innovative Thinking Month will build awareness for opportunities to learn, practice and be inspired about the impact of entrepreneurial thinking.</p>	 <p>On November 14 and 15, around 200 members of the campus community will gather to apply entrepreneurial thinking skills to social challenges we face at UM. With sessions led by UM experts on an entrepreneurial mindset and design thinking, groups will then participate in a design sprint. The event will end with a panel discussion of entrepreneurial thinkers in our community and a supportive networking reception.</p>

## Mapping for impact



In 2024, UM will be bringing Map the System to our campus community. This unique global competition out of the Skoll Centre for Social Entrepreneurship, within the Saïd Business School at the University of Oxford, invites learners to identify a social or environmental issue and then set out to deeply understand it through systems mapping. By learning deeply about the problem, students can work towards uncovering levers for change. UM will join a global group of post-secondary institutions offering opportunities in social innovation and impact.

## UM's new entrepreneurial gateway — IDEA Start! slated to open in 2024

IDEA Start! is UM's new entrepreneurial gateway promoting entrepreneurship, innovation and knowledge mobilization on UM campuses. Located in UMSU University Centre, IDEA Start! will provide a unified entry point for students, staff, faculty, and researchers to explore the concepts of entrepreneurial thinking.

IDEA Start! will:

- Provide spaces to brainstorm, collaborate, test ideas and plan for success.
- Enable innovators and entrepreneurs of all skill levels to explore, build and scale their next venture.
- Be a place where ideas are heard and explored with the support of fellow entrepreneurs, mentors, and community partners.
- Offer one-on-one mentorship for students, faculty and staff – from entrepreneurs and business leaders.
- House state-of-the-art technology and inviting workspaces.
- Offer educational programs, and more.

## 7. Entrepreneurship and innovative thinking leadership team for the 2022/23 academic year



### Janine Carmichael

Faculty Specialist: Entrepreneurship

Janine is a graduate of the I.H. Asper School of Business, where she earned a double major in Entrepreneurship and International Business. She has worked with the Canadian Federation of Independent Business, as Director of Provincial Affairs for Manitoba, among other roles. Janine holds a Certificate in Adult Education and worked for 10 years at Red River College Polytechnic, where she taught a variety of courses in business administration and in the Teaching for Learning in Applied Education program (TFL). At RRC Janine was also the Academic Coordinator for the TFL program and was a frequent contributor to faculty onboarding, professional development and the Prairie Region Great Teacher Seminar.



### Debra Jonasson-Young

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

Debra Jonasson-Young has been active within the Winnipeg business community for more than 30 years, serving executive leadership roles in large national companies (Eaton's) and medium regional companies (vice-president at Shoppers Optical, vice-president at Dufresne, and president at People First HR). Debra is highly connected within the community through her current and past board involvement with organizations such as The Associates of the Asper School, Manitoba Hydro, Manitoba Museum and the Winnipeg Downtown Biz. She received her MBA from the Asper School of Business and brings to her role a deep understanding of how businesses run and how to assess business performance.



## Loren Oschipok

Director, Partnerships, Knowledge Mobilization & Innovation

Loren has served as director since 2023. He earned his PhD from the University of British Columbia, where he specialized in nervous system regeneration after traumatic injury. Following a post-doctoral fellowship at the University of Toronto, he worked as a laboratory manager at UBC before transitioning into the role of technology transfer officer at the UBC Industry-Liaison Office. A member of the Association of University Technology Managers (AUTM), Loren brings with him a keen interest in the development and commercialization of early-stage technologies.



## Mark Torchia

Vice-Provost (Teaching and Learning)

Previous to becoming Vice-Provost in 2018, Dr. Torchia was the Executive Director for The Centre for the Advancement of Teaching and Learning and had a 30-year career as a clinical scientist in the Department of Surgery with St. Boniface General Hospital, the Winnipeg Regional Health Authority, and the Health Sciences Centre.

He was also the Director of the Medical Pre-clerkship Program for the Max Rady College of Medicine and continues as an associate professor of Surgery.

Dr. Torchia has founded three successful medical device companies, including Monteris Medical. He is the author of numerous academic papers, three medical textbooks, and holds many patents. Mark is a winner of the prestigious Earnest C. Manning Principal Prize and also the inaugural Governor General of Canada's Award for Innovation.



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