



COULD I TURN MY PROJECT INTO A BUSINESS?
DO I HAVE WHAT IT TAKES TO BE AN ENTREPRENEUR?
WHAT IS ENGINEERING ENTREPRENEURSHIP?

ONE WEEK IN AUGUST MIGHT CHANGE YOUR LIFE.

Youth Science Canada and Bergeron Entrepreneurs in Science and Technology are offering Canada's top young innovators an opportunity to develop their science projects into a viable business. More importantly, our experiential learning approach will help you learn about the creative problem solving skills you will need for future career success. We're inviting some of our incoming students to the campus for an exclusive **one-week STEM Entrepreneurship Course**.



Build, work in, and lead teams



Use design thinking to identify problems



Understand and apply principles for success



Deliver a professional business pitch

By the end of the week, you'll know whether you and your idea have what it takes, whether entrepreneurship is a realistic career option, and if so, how to get started.



INTERESTED?

- Register at <https://tinyurl.com/CWSF-course2019>
- If you have any questions contact us at bestlab@lassonde.yorku.ca

SUNDAY **AUGUST 11** TO FRIDAY **AUGUST 16**

COST

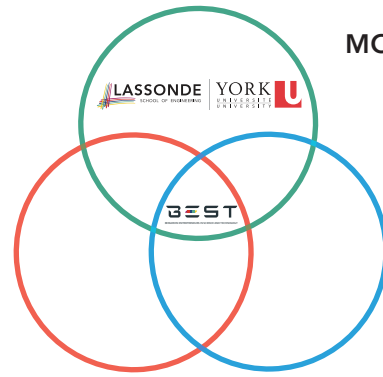
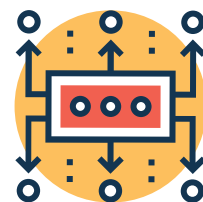
\$1,000 fee INCLUDES

Local Transportation
York University Executive Hotel Accommodation
Meals And Activities

\$600 fee FOR LOCAL RESIDENTS
(Not wishing overnight accommodation)

Participants are responsible for their own travel to Toronto.

FEES WILL BE REDUCE BY \$1000 UPON RECEIVING THE BEST ENTRANCE AWARD



MORE INFORMATION

The one week bootcamp is based on the award winning BEST experiential learning approach for students, which combines the technical skills of building a new venture with the personal reflection of learning about themselves. During the week, students will be exposed to successful entrepreneurs, and leading academics, from the Lassonde School of Engineering, Osgoode Hall Law School, and the Schulich School of Business, as well as staff and ventures from the BEST lab.

WHAT YOU WILL LEARN

During this one week, students will be led through a structured decision process, where they will learn how to apply current entrepreneurship best practices, such as: Customer Discovery, Lean StartUp, Four Forces of Progress and the Business Model Canvas.

"I enjoyed addressing specific things such as the buyer/user, the canvas business model and the cost benefit analysis. This enabled me to take away a great deal of information to utilize in the future when commercializing my technology."

- Nick Murray, CWSF finalist and STEM Bootcamp 2018 participant

EARN A SCHOLARSHIP AND CERTIFICATE IN TECHNOLOGY ENTREPRENEURSHIP

During the week, students will be guided through their experiential learning process, led by faculty from BEST and the Canadian Innovation Centre (CIC). At the end of the Bootcamp, students who complete the course will receive a certificate in Technology Entrepreneurship signed by both organizations. Participants will also receive a \$1000 BEST Entrance Award to Lassonde.



ACCOMMODATIONS

Participants will spend the week in York University residence. The Tatham building is a 6 min walk from the Bergeron Centre for Engineering Excellence, where the majority of the workshops will take place. Rooms will be shared between two students, each provided with their own twin bed. Amenities include; access to a Lounge and Laundry Facilities.



Learn more at tinyurl.com/y4ujjunk



PROGRAM LEADER

Dr. Andrew Maxwell

Professor of Entrepreneurial Engineering at York University. Maxwell has taught technology entrepreneurship at the University of Waterloo, University of Toronto and Temple University (USA). He has been directly involved with four tech start-ups and indirectly with over 100 new ventures created by former students. His PhD on Angel investing won the Heizer Award from the Academy of Management in 2012. He has volunteered as Chief Innovation Officer with the Canadian Innovation Centre for fifteen years, developing and delivering a multitude of innovative entrepreneurial programs each year.

PARTNERS



Lassonde School of Engineering, the home of the Renaissance Engineer, is Canada's newest engineering school, designed to help students achieve their passion, through developing their own: creativity, confidence and ingenuity. Lassonde is home to the BEST Lab - a unique, multidisciplinary approach to entrepreneurial engineering.

CIC has been working with entrepreneurs across Canada for 35 years, helping many of our most famous technology ventures get started, and attract customers and funding. Originally part of the University of Waterloo, the CIC is an award winning, globally acknowledged leader in innovation and entrepreneurship, offering services and solutions through regional innovation hubs.

Youth Science Canada celebrates excellence in youth science and technology, supporting over 500,000 student STEM projects each year. The Canada-Wide Science Fair is their flagship program, engaging the top students from across Canada in regional events and a national final each year.

STEM Entrepreneurship Course

August 11
DAY 0

ARRIVE AT YORK. BARBEQUE SOCIAL TO GET TO MEET EACH OTHER

August 12
DAY 1

WELCOME, PROGRAM OVERVIEW, INTRODUCTIONS

Morning	Welcome & explain program Get to know each other	Introduce Projects
Afternoon	Entrepreneurship Critical Success Factors	Experiential Learning Define Success
Evening	Team Building Activity	Creative Problem Solving

August 13
DAY 2

FAILURE AND SUCCESS, STORY TELLING, CHOOSING TEAMS

Morning	Applying Success Factors Overcoming Shortcomings	What makes a Good Business
Afternoon	Pitching and Story Telling	Experiential learning
Evening	Preparing Pitch	

August 14
DAY 3

CREATIVITY, INNOVATION, ENTREPRENEURSHIP

Morning	Team Formation Value Propositions	Pitch One Team Work
Afternoon	Barriers to Adoption Business Models	Redesigning the Technology/Business
Evening	Ontario Science Centre Preparing Pitch	

August 15
DAY 4

MARKETING AND DEVELOPING A GO TO MARKET PLAN

Morning	Customer Segments	Pitch Two First Customers
Afternoon	Aspiration Levels	Technology Marketing
Evening	Entrepreneurial Skills Prepare for Pitch Three	Self-learning Reflection

August 16
DAY 5

FINAL PITCHES, LESSONS LEARNED, FOLLOW UPS

Morning	Team Building & Experiential Learning	Review of Business Lessons Learned
Afternoon	Demo Day	Final Pitch
Evening	Celebration Next Steps	Review of Personal Lessons Learned


STEM

ENTREPRENEURSHIP COURSE

AUGUST
11-16

CONTACT US

For more information about the course

 (647) 828 7897

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 bestlassonde.ca



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INTO A BUSINESS