

Creating a culture of entrepreneurial thinking

# Nurturing Innovation



## A hub for entrepreneurial thinking

### BUILDING CAPACITY FOR NEW VENTURE CREATION

UBC Sauder helps shape UBC's entrepreneurial ecosystem as an educator and facilitator within the entrepreneurship@UBC network. To date, 120 venture teams have taken the UBC Sauder designed and delivered Lean LaunchPad course, going on to form 40 companies.

### A CLEAR PATH TOWARD ENTREPRENEURSHIP

The BCom and MBA programs now have academic streams focused on venture creation and driving change in existing companies. An increasing number of students from across UBC are also involved at UBC Sauder and working with its students on start-up teams.

## Internationally recognized entrepreneurs

### ACCOUNTING FOR SUCCESS

BCom alumnus Ian Crosby, CEO of tech startup Bench, was named to *Forbes'* 30 Under 30 list for 2016, four years after founding the web-based bookkeeping tool with a team including fellow alumnus Jordan Menashy.

### GROWTH IN SILICON VALLEY

Kiip, founded by BCom alumnus Brian Wong, closed a \$12 million round of funding in 2016. Kiip is a mobile rewards platform working with some of the world's leading brands.

### FUNDING THE NEXT BIG THING

After developing a venture in a UBC MBA class that eventually got bought out by Intel, Recon Instruments co-founders Dan Eisenhardt and Fraser Hall launched the Vancouver Founder Fund, helping local start-ups thrive.

"Students from UBC Sauder and across the university are finding entrepreneurship is an exciting and viable career, and they're increasingly supported as they create companies and jobs, and tackle societal challenges."

### Paul Cubbon

UBC Sauder Instructor  
Entrepreneurship and Innovation Group Leader



## Encouraging social enterprise

The Coast Capital Savings Innovation Hub, a one-year business accelerator program run by the UBC Sauder Centre for Social Innovation & Impact Investing, is helping to build the capacity of early-stage social ventures in a range of sectors.

**Awake Labs** developed a wearable device that measures anxiety and predicts potential meltdowns in children with autism.

**Alinker's** customizable "walking" bike helps people with mobility challenges stay active and healthy.

**My Green Space** created a mobile app helping users grow their own produce.

**Shanti Uganda** facilitates the construction of birth houses in Uganda.

**Smoothie Veggies** partners with UBC Farm delivering organic greens.

**Urban Digs Farm** supplies locally-grown organic meat, eggs and produce.

## Mapping the landscape of social enterprise

In a report supported by the B.C. government, the Centre for Social Innovation and Impact Investing found the number of social ventures in the province has grown by more than a third since 2010, with annual earnings exceeding \$500 million and a workforce of over 13,000.



"It's not a fringe sector any more - it's a major part of the economy so we should be training our students to be more aware of its impact."

**James Tansey**  
Associate Professor

## Businesses out of classes

Every year, new businesses find their origins in the classrooms of UBC Sauder.



### REDUCING THE IMPACT OF SPORT CONCUSSIONS

Athlete, coach and UBC MBA alumna Kerry Costello developed an app to identify concussions on the spot with a PhD student she met in a MBA entrepreneurship class. The HeadCheck Health app has been tested by pro hockey teams and is now used by UBC's varsity teams.

"A lot of what I learned in my MBA, particularly in the Technology Entrepreneurship class, I apply to HeadCheck."

**Kerry Costello**  
MBA, Co-founder of HeadCheck Health

### FETCHING START-UP SUCCESS

Willson Cross went from writing ideas on napkins in UBC Sauder's library to launching Canada's first dog-walking app in under a year. GoFetch, which connects dog walkers with dog owners, raised \$2 million in seed funding just months after launch.

"UBC Sauder gave me a template for the top business minds that I'd be competing against and collaborating with in my future."

**Willson Cross**  
BCom, Co-founder of GoFetch

