Table of Contents

Entrepreneurship at Guelph .................................................. 2
CBaSE at a Glance .............................................................. 4
Letter From the Director .................................................... 6
Vision, Mission & Values ..................................................... 8
Our Objectives ................................................................. 10
Culture ........................................................................... 11
By the Numbers ................................................................. 12
Year in Review .................................................................. 18
Business Consulting Course ............................................... 26
Featured Clients .................................................................. 30
The Hub Incubator Program ................................................ 36
Success Stories ................................................................... 42
The Future at CBaSE ........................................................... 48
Entrepreneurial Programming at CBaSE ......................... 50
CBaSE Funding Summary .................................................. 52
Entrepreneurship at Guelph

Launched in 2009, the Centre for Business and Student Enterprise (CBaSE) has played an essential role in supporting the realization of the three pillars of the College of Business and Economics (CBE) – transformational learning, research with impact, and community engagement. Serving as a conduit between the College and the local community, CBaSE has provided business and economics students with innovative, applied learning and research opportunities (e.g., consulting projects with local businesses, not for profit organizations and government agencies and associations). More recently, it has also provided a variety of new business development options (e.g., “start-up” workshops, pitching competitions, the Hub Incubator) in support of the entrepreneurial aspirations of interested University of Guelph students. Additionally, CBaSE’s specializations in social enterprise and food innovation has contributed to the strategic differentiation of CBaSE in our region.

CBaSE engages with the local community and offers programs which have the potential to transform students’ understanding of their disciplines, worldviews and abilities. From these experiences students are also given the opportunity to master disciplinary knowledge and develop essential skills and attitudes for life and career success.

CBaSE acts as the gateway between the University of Guelph and the surrounding Guelph community, facilitating interdisciplinary collaboration and real-world experience.
CBaSE at a Glance

<table>
<thead>
<tr>
<th>Year</th>
<th>2009</th>
<th>2015</th>
<th>2016</th>
</tr>
</thead>
<tbody>
<tr>
<td>Number of Clients to date</td>
<td>7</td>
<td>120</td>
<td>133</td>
</tr>
<tr>
<td>Number of Students to date</td>
<td>18</td>
<td>324</td>
<td>369</td>
</tr>
<tr>
<td>Number of Startups to date</td>
<td>0</td>
<td>7</td>
<td>11</td>
</tr>
</tbody>
</table>

Quick Facts

- **Business Consulting Course**
  - 23 clients
  - 65 students
- **Student Funding**
  - $12K funding
  - 255 students
- **The Hub Incubator Program**
  - 11 startups
  - $143K total investment
- **Social Media**
  - 878 Twitter followers
  - 482 Facebook fans

**Entrepreneurial Programming**

- **Bigger Picture Series**
- **Entrepreneurship 101 Lecture Series**
- **Startup Drinks**
- **Startup Royale Pitch Competition**
- **Startup Weekend Guelph**
Letter from the Director

We are proud to share our annual report for the 2015-2016 academic year. It has been an exciting journey as entrepreneurial programming continues to expand and gain momentum at the University of Guelph.

We continue to raise the bar with respect to business incubation as we welcome our fifth cohort into The Hub, our startup incubator program. Most notably, one of our graduated startups, Revel Cider, was recognized by the Ontario Hostelry Institute at its 30 Under 30 reception. In addition, we would like to congratulate The Making Box on their recent expansion and new home – what an amazing accomplishment for one of Guelph’s new and thriving businesses. We couldn’t be more proud of our startups and we have high expectations for the future businesses entering our program.

To help highlight the role that academic institutions play with respect to entrepreneurial education and practice, CBaSE hosted the national Canadian Council for Small Business and Entrepreneurship (CCSBE). This boutique conference allowed the delegates to take a deeper dive into issues surrounding entrepreneurial practice, policy and education. CBaSE plays a significant role in supporting the journey of entrepreneurs, and thus, we’ve steadily worked to provide a continuum of care. We would like to most sincerely thank our academic and industry partners who helped make the conference a success.

The past year’s programming and successes underscore our commitment and diligence to growing and coordinating entrepreneurial education, incubating an expanded number of new businesses, supporting new product development and social innovation, while engaging with the local community.

CBaSE is committed to being the University of Guelph’s entrepreneurship centre and representative of the campus community. We are focused on long-term sustainability and making an impact across a variety of sectors and fields while also striving to remain innovative, deliberate and differentiated. In this report you will find a summary of our recent successes, ideas and individuals that are shaping Guelph as an entrepreneurial hub, with CBaSE at its centre.

While our time in the uoG-BIZ building at 50 College Ave West has come to an end, we are thrilled to be continuing our entrepreneurial journey in our new home, the historic Macdonald Hall. If you have not yet had a chance to see our new space, we welcome you to come take a tour of the new home of Guelph’s Business School.

Melanie Lang
Director, CBaSE
Vision

Entrepreneurship at Guelph.

Mission

Providing transformational learning experiences through entrepreneurial thinking.

Values

Entrepreneurial Thinking, Community, and Citizenship.
Our Objectives

1. Empower the next generation of business leaders committed to community engagement and a sustainable future.

2. Broker connections between campus and the community.

3. Be the “one-stop-shop” for innovative curricular programming.

4. Provide support for interdisciplinary and intercollegiate collaboration.

5. Develop the next generation of entrepreneurs and further enhance the entrepreneurial ecosystem on the University of Guelph campus.

Culture

CBaSE fosters an open door culture of collaboration and entrepreneurial thinking. The team promotes the College’s commitment to entrepreneurship across campus and a thriving community by equipping students with the knowledge and tools necessary to navigate the entrepreneurial space. CBaSE also supports knowledge sharing among peers, provides access to a diverse network of mentors, and enables intellectual property protection and management.
Business Consulting Course

65 students working with 23 clients

Students gain:
- Practical skills
- Job opportunities

Strategic Planning
Market Research
Communication Strategy
Competitive Analysis
Social Media Strategy
Business Planning

The Hub Incubator Program

More than $165,000 invested in 11 startups

Total Investment
$166,294.51

Funding
Office Space
Experienced Entrepreneurs
Business Model
Customer Interviews

Investments into the Hub
$166,294.51
Hub expenses
$181,343.16

uoguelph.ca/cbase | Annual Report 2015-2016
Student Funding

$12,296 supporting 255 students

$12,296 Funding
255 Students

Entrepreneurial Programming

37 events for over 200 participants and startups

1 Startup Weekend Guelph
32 participated

1 Startup Royal Pitch Competition
10 startups

1 Startup Drinks event
40 attended

4 Bigger Picture Series events
75 attended

30 Entrepreneurship
101 lecture series
60 enrolled

19 Competitions, conferences attended by students
12 CBaSE sponsored events, competitions, conferences
### Social Media

<table>
<thead>
<tr>
<th>Year</th>
<th>2015</th>
<th>2016</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Twitter Followers</strong></td>
<td>710 (up 51%)</td>
<td>878 (up 24%)</td>
</tr>
<tr>
<td><strong>Highest monthly Twitter reach</strong></td>
<td>35,300 (up 16%)</td>
<td>24,200</td>
</tr>
<tr>
<td><strong>Facebook Fans</strong></td>
<td>429 (up 95%)</td>
<td>482 (up 12%)</td>
</tr>
<tr>
<td><strong>Highest daily Facebook reach</strong></td>
<td>2,612 (up 109%)</td>
<td>2,872 (up 10%)</td>
</tr>
</tbody>
</table>

### Website Traffic
- **Unique visitors to our website**
  - 2015: 7,103
  - 2016: 24,651 (up 75% from last year)
- **Total number of pages viewed**
  - 2015: 19
  - 2016: 500 (up 3.5% from last year)

### Quarterly Newsletter
- **Number of subscribers**
  - 2015: 19
  - 2016: 500 (up 19% from last year)
- **Newsletters sent**
  - 2015: 19
  - 2016: 19 (up 38% from last year)
As a result of CBaSE’s continued growth and expansion, there was a need to add a Project Manager Intern role as well as an A Hub Services Manager. Both roles were successful in implementation and further contribute to the organizational structure at CBaSE.

The CBaSE Business Consulting course in the winter 2016 semester reached capacity by late fall, with a waiting list to enroll.

Enactus Guelph Celebrates at Nationals & Regionals

Enactus Guelph competed in their first Enactus Canada Student Entrepreneur National Competition hosted in Toronto this year. The student-led team of entrepreneurs placed in the top 10 amongst 58 post-secondary institutions across Canada, winning a Semi-Finalist title; an Enactus record for first time teams competing in May 2015. The team was also named the National Rookie Champions, an honour that goes to the start-up team whose projects help empower people in their community. At the Regional competition in March 2016, the presenting team was the youngest team recognized with two Impact Awards for their initiatives. Enactus is an international non-profit organization bringing together students, business leaders, and thinkers from around the world. The organization hosts three student team competitions annually that are based on real, sustainable projects with the aim to make this a better planet through entrepreneurial action. This network focuses on building the spirit of leadership and entrepreneurial drive within students while influencing real world progress.

Support for Competitions and Conferences

In the past year alone CBaSE has supported more than 255 commerce students to compete, attend and host business case competitions and conferences regionally, nationally and globally. CBaSE has supported such initiatives as: JDC Central; Micro-Tyco; DECA U Ontario Provincials; Gryphon’s Den; The Guelph Finance Conference; UQAM Case competition; Enactus National Exposition; APEX Achieving Professional Excellence conference.

Expanding the CBaSE Team

As a result of CBaSE’s continued growth and expansion, there was a need to add a Project Manager Intern role as well as an A Hub Services Manager. Both roles were successful in implementation and further contribute to the organizational structure at CBaSE.

Enrollment Capacity

The CBaSE Business Consulting course in the winter 2016 semester reached capacity by late fall, with a waiting list to enroll.
CBaSE's first year in developing and implementing a measurement system that aims to understand the viability of various programming initiatives offered, and assess the social return on entrepreneurship and innovation programming, was well received in its showcase presentation at the Eighth Annual Conference of the Academy of Innovation and Entrepreneurship (AIE). This year's conference was hosted by the Canada-China Institute for Business and Development at Ryerson University, together with Oxford and Tsinghua universities. The AIE Conference provides a platform to various industry leaders and academics around the world to discuss various concepts and research with regards to Innovation and Entrepreneurship.

Entrepreneurship 101

Entrepreneurship 101 is MaRS' flagship lecture series featuring enlightening lectures on key topics related to starting a successful business. Since October 2014, CBaSE has been a satellite centre for MaRS’ Entrepreneurship 101 weekly lecture series. Every Wednesday, the lectures are live streamed from the University of Guelph. Students, faculty, community and neighbouring communities have the opportunity to hear lectures from a number of inspiring entrepreneurs on topics such as funding your business, marketing, recruiting and intellectual property.

Metrics Implementation

CBaSE’s first year in developing and implementing a measurement system that aims to understand the viability of various programming initiatives offered, and assess the social return on entrepreneurship and innovation programming, was well received in its showcase presentation at the Eighth Annual Conference of the Academy of Innovation and Entrepreneurship (AIE). This year’s conference was hosted by the Canada-China Institute for Business and Development at Ryerson University, together with Oxford and Tsinghua universities. The AIE Conference provides a platform to various industry leaders and academics around the world to discuss various concepts and research with regards to Innovation and Entrepreneurship.

Over the 2015/2016 academic year, CBaSE hosted four Bigger Picture Series events that attracted over 75 attendees. Each event was unique and allowed speakers to share their entrepreneurial journey to a group of like-minded individuals. Topics included creating opportunities for success in an exponential world, the personal side of entrepreneurship, celebrating women in business and co-operative business models and healthy communities. Students, faculty and community members left events with first-hand advice from successful entrepreneurs and insights into different entrepreneurial fields.

Peer Helper Program

A new Peer Helper program was launched Fall 2015. Three students were recruited to be the first Entrepreneurial Programming Peers. These students help deliver entrepreneurial programming to their peers and promote CBaSE’s events and programs to the student population.
Have a pint and socialize with other startup enthusiasts. It’s a simple concept and one that’s meant to encourage entrepreneurial spirit in Guelph. The aim is to attract and retain young entrepreneurs in the City of Guelph who may otherwise be drawn away by the alluring startup scenes in Toronto and Kitchener-Waterloo. The events this year attracted 100 attendees and demonstrated that Guelph’s startup ecosystem is alive and well. Startup Drinks is a joint effort between CBaSE, Futurpreneur and Innovation Guelph.

Using the Lean Startup Methodology, teams in The Hub learn how to turn an idea into a company by speaking with customers and iterating their product in parallel while continuously modifying their business model.

Startup Drinks

CBaSE ran the second annual Startup Royale pitch competition in September 2015. A total of 10 contestants pitched their startup idea to a panel of judges in the hopes of scoring a piece of the $15,000 seed fund. At the end of the night, Escarpment Laboratories secured the top seed investment of $9,000. EveBoardOne won second place and $3,000. TRAVA won third place and $2,000.

Read more on p.47

Startup Royale Winners
The Allison Kane Memorial Prize

CBaSE is proud to house the prize established by friends and family in memory of Allison Marie Kane, a former University of Guelph student who was a well-respected leader in her community. This year’s prize was awarded to Eamonn McGuinty who is helping to develop the Sustainable Agriculture Kit (SAKs) with a team of professors and students. Recently, McGuinty had the opportunity to present on SAKs at the Global Health and Innovation Conference at Yale University. Eamonn and his team aim to commercialize and distribute the kits to rural and hillside farmers in Nepal. McGuinty received a two-year grant for his project from the International Development Research Centre (IDRC), where he says his role is to bridge the gap between international development, the private sector, and social entrepreneurship. This research also contributes to the completion of Eamonn’s graduate studies, which he began shortly after finishing his undergraduate degree.

Startup Weekend Success

Guelph’s second Startup Weekend took place in August 2015. Thirty-five participants — a mix of designers, developers and business people — came together for a fifty-four hour crash course in entrepreneurship. Michael Ryan Norton, Technical Project Manager and facilitator for Startup Weekend, flew in from Seattle to facilitate the event. Participants pitched their startup ideas on Friday and by Sunday working prototypes were developed and pitched to a panel of judges. Throughout the weekend, teams spoke to customers, developed business models, built prototypes and created marketing materials. In the end, the judges awarded MoodyFoody with first place, for their startup idea: an app that asks targeted questions to gauge your mood and skill level in the kitchen, recommending recipes based on your answers.
To date, CBaSE has worked with over 120 clients on a wide variety of projects from market research to business model generation and social media strategy. Interdisciplinary teams investigate and propose sustainable solutions to real-world clients, offering valuable insights and solutions, thus providing youth an opportunity to gain practical skills and discover job opportunities.

Business Consulting Course

Strategic Planning  
Market Research  
Social Media Strategy

Fall 2015 Clients
- IndusOrigin
- CrossFit Guelph
- Westbrook Floral
- Dublin Street United Church
- PC EasyCare
- Guelph Gryphons Football
- 10 Carden Shared Space
- Who Gives a Schnitz
- Bite Catering
- Guelph & District Multicultural Festival

Winter 2016 Clients
- Office of Community Relations, University of Guelph
- Trillium Mutual Insurance
- Burlington BG’s Gymnastics Club
- AgriMed Botanicals Inc.
- Blue-Zone Technologies Ltd.
- Blue Ocean Office Sup
- Student Wellness Services, University of Guelph
- Protractr
- Laza Catering
- Sapphire Café & Lounge
- Sloane Fine Tea Merchants
- Seed Haven

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- Protractr
- Laza Catering
- Sapphire Café & Lounge
- Sloane Fine Tea Merchants
- Seed Haven

uoguelph.ca/cbase | 27
“Learning to solve real business problems has given me the confidence to enter in the workplace after graduation. For me, the best part about consulting for a local company is knowing that my team and I are accountable to a real client and our ideas are being valued, which really motivated us to do our best. This experience helped me fill in the gaps between my textbook education and the real business practices. I recommend every student to have the opportunity to see first hand what it’s like to consult for a real company.”

Catherine, F15

“The Business Consulting course is unlike any course I have taken in my 4 years of undergraduate studies in the Marketing program. The majority of my other courses were focused on in-class lectures and seminars. The Business Consulting course allowed me to take all my knowledge I had learnt through class and apply it to a real company that needed help. Through this hands-on experience, I was not only able to make a difference for a business in my community, I gained insight beyond a classroom. Besides gaining hands-on experience I could put on my resume, growing up in Guelph I have a passion for the ever growing small to medium sized local business community in the city. Seeing the recommendations my team had offered being implemented not only felt satisfying but I knew I had helped someone achieve even a small part of their business dreams. Every business that comes to work with the Business Consulting Program has a unique business problem, focused on either marketing, research, finances or strategy. I am excited to be taking the course a second time and applying a different set of skills to a different company with a unique problem.”

Patricia, F15 and W16

“MGMT 4050/60 gave me the chance to curate meaningful work that actually makes a difference and provided a strong sense of accomplishment once completed. It is truly a great opportunity to put your knowledge to the test and see what you can accomplish in the real world.”

Daniel, F15 and W16

“My experience thus far in the Business Consulting course offered here at the University of Guelph has been challenging yet extremely rewarding! This class has given me an opportunity to apply what I have learned in other university classes, volunteer experiences and past work terms to approach real-world business challenges. What I find most interesting about this course is the degree of accountability to which students are held. Students enrolled in the Business Consulting course are held accountable for their work and are expected to meet their clients’ business needs. This is something that I found ‘typical’ university classes lack, as many continue to be primarily theoretical-based. Classes that are taught exclusively through textbooks and PowerPoint presentations are a good opportunity to learn theory and academic based material but rarely do they provide students with real-world business and communication skills that prepare individuals for working in the corporate environment and contributing to society.

In addition to the course material provided, the Centre for Business and Student Enterprise provides students with a number of resources to help them work through their clients’ business challenges. These resources include class instructors, who continue to be extremely helpful and supportive of all students and mentorships with professionals who offer students guidance and advice. The way in which this course was developed allows students the autonomy of managing their own projects while simultaneously providing helpful resources to assist and guide groups in helping their clients in the most effective way possible. Without a doubt, I would highly recommend this class to any student looking for an exciting, fast-paced and challenging experience that gets students out of the class room and into the boardroom! (So to speak)”

Jamie, W16
Featured Clients
Exciting projects from this year:

Seed Haven Inc.

Seed Haven, Inc. produces a product for urban gardeners to protect plants and produce from crawling pests and avoid the use of pesticides. Seedling and transplant growth is also accelerated due to the creation of a localized, friendly microenvironment. The product, Seed Haven (SH), is an effective and easy to use device installed directly into home garden soil. It saves time, money and work and produces larger harvests than would otherwise be possible in the small spaces typically cultivated by urban gardeners. Seed Haven was challenged with expanding into the market as well as educating store managers and garden center personnel, as well as their target market on the benefits and use of SH.

Student Involvement

Student consultants provided a Strategic Plan to help Seed Haven Inc. establish itself to distribute products for expansion while focusing on marketing and branding recommendations. This plan guides management and provides innovative ways SH can reach their target audience and communicate the value proposition that makes the Seed Haven product so beneficial.

IndusOrigin

IndusOrigin is a proprietary ecosystem that selects, promotes, distributes, evolves and sells its handmade products to North American consumers online. They research the preferences of unique lifestyle products of customers and select and adapt products in collaboration with artisans in India to meet the consumers’ evolving tastes. In a way, IndusOrigin weaves together the cultural and art nuances of East and West and empower artisans to design for the future with the depth of enduring craft traditions. Being solely an online retail platform, IndusOrigin was challenged with driving online traffic and awareness of their products and their vision as a company.

Student Involvement

The students were tasked with creating a social media plan that was based on a business goal that was specific, measurable, attainable, realistic, and time-bound. The plan solidified IndusOrigin’s desire to increase following on multiple social media platforms and helped identify the most suitable target audience for the IndusOrigin brand and products.
Trillium Mutual Insurance Company

Trillium Mutual Insurance Company was born January 1, 2004 out of the merger of Formosa Mutual Insurance Company (established May 22, 1880) and Elma Mutual Insurance Company (established February 29, 1884). Through a Distribution Channel of 27 Independent Insurance Brokers throughout Ontario, Trillium underwrites Property and Casualty Insurance in Farm, Commercial, Home, and Auto. In an industry impacted by constant changing forces, Trillium was wanting to better understand their level of brand awareness and loyalty.

Student Involvement

The Student team was tasked with conducting market research to identify the level of brand awareness and loyalty for Trillium’s service offerings. Students not only conducted the market research, but were also able to provide Trillium with specific, actionable and implementable recommendations based on the research findings to ensure market growth.

Who Gives a Schnitz

Who Gives A Schnitz is an affordable, delicious and quick-service food restaurant in Downtown Guelph. They’ve taken a traditional Austrian dish (schnitzel) and put their own twist on it, providing the local Guelph community with something unique. Although it’s main focus is on Schnitzel, Who Gives A Schnitz offers a variety of different mouth-watering menu items. Being a downtown restaurant, Who Gives a Schnitz operates in a competitive space.

Student Involvement

The student team was tasked with conducting market research to better understand the local community and their consumption patterns in dining, along with a competitive market analysis. This information was the foundation of the expansion of Who Gives a Schnitz’s service offering in catering, as well as marketing and branding strategy recommendations.
CrossFit Guelph

CrossFit Guelph was established in 2006, making it the ninth CrossFit gym in Canada and first in Guelph. They are a community and class-based core strength and conditioning gym, following a modified Crossfit methodology to create fitness specific to the needs of individuals afflicted by modern lifestyles. With a moto such as "Training for a Modern World", their goal is to provide safe and evidence based training to professionals and young athletes in Guelph. CrossFit Guelph was challenged with breaking through the perceptions about Crossfit and being able to raise awareness about what makes CrossFit Guelph unique. Education about health benefits of training technique, creating brand awareness, and communicating that the focus is on confidence and self-esteem was an obstacle.

Student Involvement

Students provided the CrossFit gym with a Marketing Communications Plan that was aimed to increase member size and website traffic, as well as providing effective recommendations to communicate the health benefits of Crossfit. This Marketing Communications Plan not only focused on social media strategies and identified new means of promotion, but it also included an in-depth analysis of a potential target market.

Client Testimonials

“I had the privilege of working with my CBaSE team over the past semester. The team was dedicated and professional and the passion with which they undertook my project was infectious. The meticulousness of their efforts was clearly evident in the concise and polished report I was handed at the end. Most importantly my team provided sound strategies for future marketing success.”

Michael Fall, Owner/Trainer, CrossFit Guelph (Fall 2015)

“The CBaSE team that was assigned to our project was remarkable. They instantly understood the goal of the project and ran with it. Four months and a few meetings later we were handed an extremely polished and detailed report. We have and will continue to use this report as a reference in implementing our marketing strategies for the foreseeable future.”

Samuel Zajdlik, Owner/Head Chef, Bite Catering (Fall 2015)
Launched in May 2014, The Hub provides support to Guelph students and alumni to turn ideas into high potential startups. Teams compete to gain entrance into the program. Successful applicants receive funding, dedicated office space and access to experienced entrepreneurs.

The Hub galvanizes ideas and helps develop them into high potential opportunities. The program is available to University of Guelph students and alumni working on innovative projects. Eligible teams must have at least one co-founder who is a current University of Guelph student or alumnus between the ages of 18 to 29.

The program begins with a four-month sprint where startups search for a sustainable business model. This involves conducting at least 10 customer discovery interviews every week and presenting weekly findings. The process forces teams to build a product and service that people actually want to buy. Not only are startups developing their offering, they are beginning to find customers and developing demand prior to launching.

Based on Steve Blank’s Lean Startup methodology, The Hub helps increase the chances of success for startups.

The program aims to create successful startups out of the University of Guelph that open up shop in the city, create meaningful employment and contribute to developing a vibrant and prosperous Guelph.

Startups in The Hub

The Making Box

The Making Box is Guelph’s first hub for live comedy and education through improvisation. Operating with the belief that “play is practical”, The Making Box offers improvisational classes for both individuals and businesses as well as regular live comedy shows that attract first time stand up acts and large “headliner” names.

Better Start Naturals

Better Start Naturals is a company dedicated to delivering wellness driven foods for kids with the goal of changing the premise of what is considered “healthy” in processed foods for children. Better Start Naturals was born out of concern for the rising obesity rate in North America and the amount of sugar being consumed on a daily basis by children. Better Start Naturals aims to develop a line of organic, preservative free and low sugar snacks and drinks for children, beginning with a line of drinking boxes.

The Supplement Shed

The Supplement Shed is a revolutionary service for gym-goers to conveniently get their supplements on the go. They provide a vending service to consumers, which allow them to purchase a single serving of brand name supplements in small portable pouches at their gym. In addition to providing this service, The Supplement Shed also acts as a marketing company for supplement manufacturers looking for unique ways to reach consumers who they may be unable to reach through traditional retailer outlets.

Sponsored by

Ontario Network of Entrepreneurs
Vintage Instincts

Vintage Instincts makes quality apparel that incorporates genuine vintage fabrics into designs, combining modern design with vintage. Every Vintage Instincts creation represents a piece of history that has been repurposed and brought back to life.

BioBridge

BioBridge aspires to be the go-to resource for companies in North America thinking of integrating molecular biology tools such as DNA testing into their existing workflow. BioBridge will provide access to expert scientific consulting for breaking down complex molecular biology methodology to help companies identify how they may use these technologies to their advantage. In addition, resources like electronic textbooks and online courses will be created for students and the community.

TRAVA

TRAVA is an e-commerce company, which aims to design, manufacture and distribute clothing that is globally inspired and promotes local impact in the developing world. TRAVA is distinctive from other e-commerce due to the fact that it offers customers fully styled and bundled three-piece outfits for a flat rate price. Alongside the bundling concept, TRAVA is partnered with one of the largest NGOs in Sri Lanka to help create positive change in a developing nation.

LocalXChange

LocalXChange is a scalable program that focuses on promoting local businesses and gives them a competitive edge in today’s marketplace. The program encourages indirect reciprocity among fellow consumers through the use of tokens. Once purchased, the token can be redeemed for a service or good at any participating local business. Additionally, participating local businesses will receive promotion supporting Guelph’s local economy.

Cargotech

Cargotech aims to address the shortage of rental housing in Ontario through the use of purpose built rental housing made from recycled shipping containers. This efficient, affordable and sustainable method can reduce the per square foot construction cost of development to one quarter of a comparable method. The final built form is so efficient that it can be swiftly erected, beta-tested, and adapted accordingly.

Protein Innovations

Protein Innovations is developing a frost protection spray for professional fruit growers and home gardeners that will help plants survive a potentially damaging and deadly frost. Protein Innovation’s product is food-safe, environmentally friendly and can be produced in a clean, yet highly scalable fashion.
Startup Testimonials

“Strong mentorship, skills-based workshops and funding under The Hub Incubator Program not only helped me launch a successful business, but it also contributed to my own personal development. The Hub forced me out of my comfort zone and helped me gain new insights and perspectives through interviewing clients, customers and experts face-to-face. Listening and taking in feedback everyday have been my lifelines in producing a sustainable and ever-changing business.”

Emil Smolders, Founder of LocalXChange

“Receiving funding to work with knowledgeable business mentors that would normally be quite costly is an invaluable opportunity. The Hub helped support our business through some of our most difficult early challenges.”

Tom Keeling, Protein Innovations

“The Hub is the most effective entrepreneurial training experience I’ve had the pleasure of being a part of. With new ventures there’s no clear path. Weekly check-in with your manager and incubator cohorts allow you to discover the variety of ways you can move forward and gain ground. I’m a little surprised about how emotionally connected I am to everyone’s wins.”

Jay Reid, The Making Box

“CBaSE is a great source of information for entrepreneurship and provides a supportive learning environment. It has been great to meet other like-minded peers who have an entrepreneurial spirit. It has helped us know more about the partnership and cash-flow issues entrepreneurs face; kept us accountable for milestones via weekly meetings; and we’ve enjoyed the peers and mentors we have encountered.”

Jessica Phulchand, Co-founder of Better Start Naturals
April 2016 saw another successful group of companies graduate from the Hub Incubator Program at CBaSE. Five teams; Vintage Instincts, The Making Box, Better Start Naturals, TRAVA and Protein Innovations fine-tuned their business models, presented their successes, pivoted when needed and outlined future goals. We would like to congratulate the cohort on their truly amazing dedication to the program and their accomplishments and progress! The businesses showed great potential and we are excited to continue to watch them grow.

Jay Reid, founder of The Making Box had this to say about his personal experience in the Hub Incubator Program: “The Hub is the most effective entrepreneurial training experience I’ve had the pleasure of being a part of. With new ventures there’s no clear path. Weekly check-ins with your manager and incubator cohorts allow you to discover the variety of ways you can move forward and gain ground. I’m a little surprised about how emotionally connected I am to everyone’s wins.”

Whether for-profit or not-for-profit, the Hub will provide you with the key ingredients you and your startup need to push through barriers and achieve success. Mentorship from successful entrepreneurs, legal advice, office space, invaluable workshops and up to $8,000 in funding are only some of the benefits that businesses will receive.

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**Members of The Hub Incubator Program See Great Success**

Since being a part of The Hub Incubator Program, LocalXChange has been featured on the front page of the Guelph Tribune, launched functioning iOS and Android apps and has presented many successful discounts and promotions to customers!

**Revel Cider**

In recent successes, Revel Cider has begun renting space and receiving mentorship from the owner of West Avenue Cider company as well as distributing to restaurants this past spring. Being nominated for numerous awards including The Innovation Guelph Award, and placed third in the “New World Cider” category at the Great Lakes International Cider & Perry Competition were also among the top successes from Revel this year!
Enactus Guelph Students Awarded Top Prizes in Regional Competition

Enactus Guelph was awarded Impact Awards for both their presentations in the TD Entrepreneurship Challenge* and the Scotiabank EcoLiving Green Challenge** at this year’s Enactus Regional Competition. Each challenge category included 22 to 25 post-secondary institutions in Central Canada presenting on their project ideas that create impact and are ultimately aimed at improving the quality of life of others in the community. Across both categories, the team presenting from Enactus Guelph (Sophie Lemay, Jacqui Scaman, Rose Duncan, and Zachary Brittain) was recognized for their ideas in leveraging entrepreneurship and preserving our environment.

Pitching their ideas to a panel of 20 judges in industry, the team rose from the youngest competing to one of the most recognized post-secondary institutions in central Canada. Enactus Guelph will be competing at the Enactus National competition in May 2016.

*TD Entrepreneurship Challenge
The TD Entrepreneurship Challenge is a national competition empowering post-secondary students to develop and deliver projects that teach relevant entrepreneurship skills to aspiring and existing entrepreneurs. Since 2007, 11,127 students have exposed 59,086 people to entrepreneurship as a viable career path and have positively impacted 11,787 entrepreneurs.

**Scotiabank EcoLiving Green Challenge
The Scotiabank EcoLiving Green Challenge is a national competition empowering post-secondary students to develop and deliver projects that teach others viable solutions to relevant environmental issues. Since 2010, 5,116 students have helped conserve 4,269,720 litres of water, diverted 2,684,921 pounds of waste and introduced 1,254 businesses to green business practices.

Business Consulting Course Alumnus Wins Big at The Best of CAMA

Growing up on a dairy farm as the oldest son in the family, Bruce Sargent never saw himself being an entrepreneur or going into any business besides farming. While getting his start with Farm Boy Productions between his first and second year of university, he says it was his father who told him if he was going to be serious about having his own business, he would need to devote much more to it than his forecasted 25-30 hours a week. Sargent says that’s when it dawned on him that an entrepreneur had raised him.

As he continued on throughout university producing promotional videos during co-op and contract jobs, Sargent quickly made a name for himself in the agricultural community. He became someone known for his understanding of what the customer was looking for and someone who understood how to present to an external audience.

Today, Sargent has seen success early on in his business that few entrepreneurs do, or can hope for. After a short stint running Farm Boy Productions on his own after graduating from the Marketing Management program at the University of Guelph, Farm Boy Productions was acquired by Glacier Farm Media – a company dedicated to traditional and non-traditional agriculture focused media. Although Sargent continues to run Farm Boy Pro quite independently, he notes that being a part of a larger company gives him more freedom and clout in the agricultural community.

During his fourth year of university, Sargent took two Business Consulting Courses (MGMT*4050/MGMT*4060) working with Montforte Dairy to revamp their social media marketing and online marketing strategies.

Sargent credits these CBaSE courses with teaching him how to effectively manage client expectations. “Sometimes,” Sargent says, “clients have some big ideas, but they’re not always realistic or effective, it’s my job to reach up into the ‘cloud’ of their ideas and bring down an implementable idea that will accomplish their goals”. One of the most humbling parts of his job, Sargent expressed, is doing work for smaller, family farms, which he still tries to make time for. Convincing people of the value of an investment in producing content that lives on is a particularly difficult task.

This past November Sargent attended the Best of Canadian Agri Marketing Association Awards in Winnipeg, Manitoba. Farm Boy Productions won both the Special Publication and Video for an External Audience (winning with an OAC promotional video) categories, beating out large, national companies such as Farm Credit Canada, Think Shift and AdFarm.

CBaSE is proud to have worked with successful entrepreneurs like Sargent and we continue to wish him the best.
Although Benjamin Bond and Kent Santin both got their start in the corporate world, they knew that their personalities and their goals would eventually push them to start something all their own.

Bond and Santin created a company, Kent & Bond, that uses only organic ingredients to develop grooming products that men can feel good about using. “There wasn’t much in the marketplace, not much for men specifically and definitely not branded for or marketed towards guys. If you know men’s grooming, you know they need to resonate with a brand and feel comfortable with what they’re buying” Bond said of their realization that there was a big gap in the market that Kent & Bond could fill. After nine months of R&D (a very quick turnaround time in the business world) Kent & Bond was ready to launch.

Both Bond and Santin also participated in the entrepreneurship capstone elective. “Taking the entrepreneurship elective was the most effective way to learn all about starting a business without actually taking the risk. Most people are deterred from starting a business because they don’t understand all the different pieces that must fit together, the entrepreneurship course teaches you about those”. After beginning to talk about starting a company with Santin, Bond went right back to what he’d learned in Entrepreneurship and realized he had the know how and the motivation to be successful in an entrepreneurial space.

Within the next three to five years, Bond and Santin want to see Kent & Bond expanding beyond the United States (they are currently based in New York). “We want to be huge. We want to be the organic men’s grooming products company”. Hustle hard, gentlemen.

“Making the right decisions 100% of the time isn’t what matters (although it helps), what matters is being able to be nimble and agile and quickly undo wrong decisions” was guest speaker Jamie Draves’ (CEO & President of Quinta Quinoa) advice to young entrepreneurs at the second annual Startup Royale.

Ten teams of young and hopeful entrepreneurs then took the stage one by one, with Jamie’s advice in mind, to deliver two minute “rapid fire” pitches to a panel of three judges with whom their fate (that evening) resided. The ideas presented were diverse - ranging from “whole outfit” e-commerce sites to biocentric energy harnessing lights - and the entrepreneurs’ passion was evident. After round one, judges Kelly Brooks (owner and founder of Speakfeel), Jennifer Haines (owner of award-winning comic book store The Dragon and recent recipient of a Woman of Distinction award), and Phil Whiting (CEO of Mirexus) had narrowed down the teams from ten to five after a very difficult (and very pressured) deliberation.

Kelly Brooks announced the top three winners and the recipients of $14,000 (cumulatively) for the evening. In third place, TRAVA (an e-commerce “whole outfit” clothing store) was offered $2,000, which co-founder Harmonie says will help them “hugely” with their startup costs. In second place, receiving $3,000, was EveBoardOne, a company that has designed curriculum and a platform to teach computer science skills like coding to elementary and high school age students.

In first place, judges unanimously chose Escarpment Yeast Labs and awarded them a massive lump sum of $9,000 to help them to expand and scale. Escarpment Yeast Labs then toasted the audience with their homemade brew that was made using one of their own yeast strains.
CBaSE is part of the Guelph Innovation Network, where we are able to tap into and leverage professional business support services to better serve our students and clients to expand entrepreneurship at Guelph. Our goal is to increase the number of new youth-led startups coming out of the University of Guelph, and we have partnered with a network of experts to help us achieve that. To better serve our growing clientele, we need to ensure we have access to partners, products, services, and funding that will lead to growth.

Over the past several years, the College of Business and Economics has become widely recognized for its entrepreneurial ventures. With the combined support of government funding and University faculty and staff, along with partners in the Catalyst Centre, Innovation Guelph, and the Guelph Wellington Enterprise Centre, students have developed new products, business and marketing plans, and successfully competed in provincial and national product pitching competitions. This past year we launched multiple entrepreneurial programs for both students and startups, accepted a fifth cohort into The Hub Incubator program, and implemented defining metrics that will guide future successes and facilitate continuous improvement.
CBaSE began by focusing on community-based learning opportunities through our undergraduate Business Consulting course. Over the past few years, services have grown to include graduate student consulting, entrepreneurial education, workshops, seminars, speaker series, and finally, the launch of our incubator program – the Hub. In collaborating with Innovation Guelph to define and deliver programs that meet the varied needs of students, alumni and members from the community, CBaSE has grown to provide institutional support for entrepreneurship at the University of Guelph. CBaSE fosters an open-door culture of collaboration and entrepreneurial thinking. The team promotes the University of Guelph’s commitment to entrepreneurship by offering students and youth entrepreneurs access to business support and advisory services, enabling them to turn their ideas into successful businesses.

Entrepreneurial Programming at CBaSE

The Bigger Picture Series, Entrepreneurship 101, Startup Weekend Guelph, Startup Royale and Startup Drinks.

A four-part workshop series that provides an overview of the tools required to turn an idea into a company.

Our flagship offering that provides hands-on entrepreneurial thinking as students are paired with local organizations.

Exploring a new minor in entrepreneurship, which will be both accessible and relevant to all students at the University of Guelph.

The Hub is a 16-week program focused on helping LiRoG startups develop a strong business model that can be rigorously tested and intelligently scaled.

CBaSE fosters collaboration across the University as well as with the local community and supports knowledge sharing among peers, provides access to a diverse network of mentors, and working with the Catalyst Centre, enables intellectual property protection and management.

Further opportunities include enhanced support for the Food Institute through supporting food-based competitions, writing case studies, and fostering industry connections. Through these applied learning activities we are helping students to transform their understanding of their disciplines, worldviews and abilities. From these experiences students are also given the opportunity to master disciplinary knowledge and develop essential skills and attitudes for life and career success.

Moving forward, CBaSE will continue to deepen its competencies in entrepreneurship and enterprise education, which will support our strategy for enhancing value within our ecosystem and for our students and clients.
## CBaSE Funding Summary

### Summer 2015

<table>
<thead>
<tr>
<th>Date</th>
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<td>ICDC-International Career Development Conference</td>
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<td>May 28</td>
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<td>June 14</td>
<td>IFAMA-25th Annual World Conference</td>
<td>St. Paul, MN</td>
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<td>Aug 13</td>
<td>CBSC-Canadian Business School Conference</td>
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**Summer 2015 Semester**

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<td>BUAC-Brock Univ Accounting Conference</td>
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<td>Dec 2</td>
<td>Gryphon’s Den - MCS*4100</td>
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**Fall 2015 Semester**

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### Winter 2016

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<tr>
<td>Jan 7</td>
<td>GMAC-Queens Marketing Assoc. Conference</td>
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<td>Jan 10</td>
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**Winter 2016 Semester**

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**Grand Total:** $12,296.42 255

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52 | Annual Report 2015-2016

uoguelph.ca/cbase | 53
We are providing transformative education at the University of Guelph. If you want to support our programs, there are three ways you can help.

**Share Time**

We always could use a helping hand to organize events, evaluate applications or increase our presence in the community. If you would like to share your time, we would be happy to have your support.

**Lend Talent**

We offer a variety of workshops, speaker series and digital resources. Contact us if you would like to run a workshop for our students, speak at an event or create a digital resource to share in our resource library.

**Invest in CBaSE**

CBaSE is grateful for the financial support from the College of Business and Economics, UofG, and donors from the community. If you would like to contribute, we will work with you to ensure your gift reflects your interests and enhances value for our students.