Table of Contents

Entrepreneurship at Guelph 2
Letter from the Executive Director 4
Business Consulting Course 6
The Allison Kane Memorial Prize 11
The Hub Incubator 12
Bigger Picture Series 18
Startup Drinks 20
Enactus 22
Looking Ahead 24
Expanding the CBASE Team 26
Support CBASE 28
CBaSE sees entrepreneurship as a force that inspires learning, catalyzes discovery and change, connects communities, stewards valued resources, and nurtures a distinctive culture.

**Our mission** is to provide transformational learning experiences through entrepreneurial thinking. We value entrepreneurial thinking, community, collaboration, and citizenship.

**Our objectives** are to empower the next generation of business leaders committed to community engagement and a sustainable future, broker connections between campus and the community, be the “one-stop-shop” for innovative curricular programming, provide support for interdisciplinary and intercollegiate collaboration, and develop the next generation of entrepreneurs and further enhance the entrepreneurial ecosystem on the University of Guelph campus.

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.
To date as of April 30, 2017

CLIENTS 158

STUDENTS 493

START-UPS 26

Our Twitter following grew by 50% over the past year, while our Facebook following grew by 25%
We’re proud to continue offering our flagship course, Business Consulting, which sees senior students from across campus work in interdisciplinary teams to address challenges brought forward from our local business community. In this capacity, our students continue to learn entrepreneurial skills that allow them to differentiate themselves in the market while making a difference for their clients.

Our Hub Incubator maintains its steady growth and has quickly become a known brand on campus and in the community. Twenty-six businesses have gone through the program to date, ranging from agri-food to social enterprises and everything in between. We couldn’t be more proud of our Hub Alumni as they grow their businesses and become self-determining!

Through our vehicle of education and business support we advocate for sustainability in everything that we do.

Some examples of specialized programs that underscore these values are the following:

Measure What Matters

Using the B Lab Impact Assessment tool, we train businesses to measure their social and environmental impact. As an official B Lab partner we hold the license to promote businesses in our network to measure what matters – ensuring that all businesses who interact with us are able to measure, report on, and determine strategies for improving their environmental and social impact. In 2016-2017, CBaSE ran a “B Corp Bootcamp: Entrepreneurship with Impact” workshop series. Through this series, CBaSE engaged participants on how to increase their impact through their business operations. In addition CBaSE introduced

This year is wrapping up just as the momentum for our programming and offerings are picking up steam. It has been a year of tremendous growth for CBaSE, seeing an increase in not only our events, workshops, classes and connections, but also in our people.
an impact award that will be presented to one of our startups each cohort who demonstrates an emphasis on sustainability.

**Bigger Picture Series**

The Bigger Picture Series is CBaSE’s speaker series that brings guest lecturers to campus to explore a theme or trend in entrepreneurship. Topics in 2016-2017 included finding work life balance, learning how to fail fast and pivot your business strategy when necessary, learning how to scale the human side of a startup, and exploring the corporate social responsibility of the food industry.

In addition to these offerings, we have new programs in development that are expanding the experiential learning opportunities for our students, an example of one of those programs is Micro-Tyco. CBaSE will be launching the Micro-Tyco Challenge in January, an enterprise challenge that enables participants to practice and learn fundamental business principles in a safe, ‘micro’ environment. Teams from the University of Guelph will have 30 days to turn $1 seed capital into as much money as possible. Participants become ‘entrepreneurs who fund entrepreneurs’, and all money is invested by WildHearts via micro-loans for women entrepreneurs in the developing world.

Lastly, all of this would not be possible without our amazing staff who continue to make it all happen – CBaSE’s capacity has increased with the addition of two new team members, both of whom are committed to ensuring we have a positive impact on our students’ experiential learning, our startups’ growth, and our campus and surrounding community.

Kindest regards,

Melanie Lang
September 2017
To date, CBaSE has worked with 158 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.

The CBaSE Business Consulting course, MGMT*4060, in the Winter 2017 semester reached capacity, with a waiting list to enroll. The course is almost full for Fall 2017 with still another course add period to go. The enrolment in the course was three times higher at the end of the first course add this year in comparison to the same time last year.
The Guelph Symphony Orchestra (GSO) is a non-profit organization with the mission and mandate to serve the community of Guelph. The GSO aims to achieve this by bringing classical music of exceptional quality to a wide age and socioeconomic demographic and being part of the city’s cultural identity. The Guelph Symphony Orchestra’s most significant challenge was the loss of the local paper, The Guelph Mercury. With this change, the GSO needed to find a way to continue to reach out to their older patrons, who are their largest financial supporters, while still appealing to younger patrons.

**Student Involvement**

The Student Consultants developed a marketing plan with the objective to help the GSO become more adept in the use of social media and to find a way to communicate effectively with their older patrons. The team recommended strategic ways in which the Guelph Symphony Orchestra could reach both the younger demographic, as well as the older, sometimes less internet savvy, patrons.

“The three students were responsive to my requests, engaged throughout the process and were outstanding in their presentations and research.”

*Catherine Molina, Guelph Symphony Orchestra*
Trillium Mutual Insurance Company underwrites Property and Casualty Insurance in Farm, Commercial, Home, and Auto. With over 135 years of insurance experience in the agricultural industry, Trillium Mutual understands that every farm is unique and requires flexible products and services for the ever changing needs of the Ontario farmer. In an industry impacted by constant changing forces, Trillium is continually looking to understand how to improve brand awareness among the future generations of farm owners.

This was Trillium Mutual’s third semester with CBaSE and they are coming back for a forth semester next year! They have had great success working with CBaSE students and even hired one of them, Sam Vedera, into their Marketing department. We have enjoyed working with them and look forward to many more semesters to come.

**Student Involvement**

Students consultants built upon the findings from student groups who had worked with Trillium Mutual Insurance over the past two semesters. They took a deeper dive into how best to increase brand awareness for Trillium Mutual by conducting primary research to gather this information through surveys and focus groups with agricultural students, and providing recommendations to Trillium Mutual Insurance based on their findings.

“Our first partnership with CBaSE was in the winter of 2016. Since then we have had three separate student groups each provide us with a unique perspective on different aspects of our business. Our relationship with CBaSE has been exceptional and each semester we learn more and more from the student presentations and reports. Seeing our niche market through their lenses has given us greater insight and they continue to deliver practical and tangible recommendations that we can immediately put into play in our business.

As a company that prides itself on staying ahead of industry trends we believe that the CBaSE program provides us valuable knowledge and innovative ideas. The entire team at CBaSE and the students involved should be applauded for their hard work. We look forward to the next semester and the continued growth of our relationship with CBaSE and the University of Guelph.”

*Mike Virley, Vice President of Member Services, Trillium Mutual Insurance Company*
The School of Engineering Research Lab focuses on conducting leading-edge research to analyze different multiphase flows for energy, water and food applications. They have developed a novel airlift pump technology that offers the advantage of being simple and yet can enable high flow rates, high head and high efficiency with lower capital, operation and maintenance costs, noise and vibration pollution compared to the centrifugal pumps commonly used by aquaculture operations. The School of Engineering Research Lab required primary research to be completed in order to determine whether there was a market for their product and whether their product was worth investing in.

Student Involvement

Student Consultants conducted a market survey on the potential use of this new airlift pump technology in the agriculture sector including aquaculture, hydroponics, greenhouses and bioreactors and analyzed the results of the completed research.

My experience with the project has been outstanding.

“I reached out to CBaSE in search for help with conducting a market research study on the potential of using an airlift pumping technology I am currently developing for the aquaculture industry in Canada. My experience with the project has been outstanding. Not only have the students provided an abundance of information with regards to the aquaculture industry in Canada and the relevance of the airlift pump technology in this industry, but they also provided information and preliminary market research towards the utilization of the airlift pump technology in other related industries. I would definitely recommend the services of CBaSE to anyone who is looking for help developing their business and I look forward to a new project collaboration in the near future.”

Wael Ahmed, Associate Professor, School of Engineering
“MGMT*4060 was a great opportunity to work as consultants for a REAL business. As in a real workplace, we were given a team and assigned a business to consult for. This resulted in the team having to work creatively and cooperatively to achieve the tasks assigned by the client. All in all, a lot of work was put into the final project and presentation with the intent to create an impact for the client’s business and see a real return on their investment in the students in this course.

This course has influenced me in my career as it has introduced me to some basics of consulting and helped me gain some insights into the industry. This has led me to start my first company: Riveted Media Group an online marketing consulting agency for real estate professionals. The skills from the consulting course have given me the know how to start this business and see client acquisitions occur with greater ease than if I had not taken this course.”

Vladimir Kondratov, Fall 2016

“The CBaSE MGMT*4060 course is a great introduction into business consulting; students get immersed into a real world situation and are evaluated by a business client. I got to learn about business structuring strategies, improve my presentation skills, and make valuable connections with peers and businesses. Would definitely recommend this course if you are looking to learn outside the textbook.”

Liyan Cai, Winter 2017

“I thought that the CBaSE MGMT*4060 course was a good experience for anybody interested in getting some practical work experience in a consulting capacity. It was a unique opportunity to work on a real project, and to develop teamwork, project management, time management, and communication skills that will be useful for me in the future. I think that anybody who is interested in working for a business in any kind of research, communications, strategy, or project management roles would benefit from working in this course.”

Todd Brecher, Winter 2017
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 the prize was awarded to Liyan Cai, a 3rd year Bachelor of Science student, majoring in Food Science and Technology. Liyan is the Founder and Vice President of Operations of Spoon University at Guelph, the everyday food resource for Guelph University students. She is a social media influencer through her popular food Instagram account, a member of the University Centre Board of Directors, a Food Science Mentor, an alumni of the MGMT*4060 course and the Lead Product Developer for Tuf Candy Inc., one of our CBaSE Hub Incubator clients. Liyan is an entrepreneur at heart with a true passion for food. The future looks bright for this active, involved and bright student.
By the end of the 2016-2017 year, the Hub has had six cohorts of businesses. The contributions of the Hub increases the chances of success of the new ventures. More importantly, the Hub contributes to the learning, growth, and development of each student and alumnus as people, innovators, and entrepreneurs.

The Hub Incubator Program is an incubator unlike any other. An experiential learning opportunity for students and alumni, the Hub provides space, mentorship, and funding for entrepreneurs to bring their new venture ideas to life.
Salus Innovations aims to develop a soft exomuscular device that will help patients with walking disabilities achieve a normal walking cycle. Their device, the WalkExcelle, will be able to improve the rehabilitation process for stroke, multiple sclerosis, peroneal nerve damage, and other associated neurological disorders. Salus Innovations is dedicated to providing patients with the opportunity to experience life without discomfort, through innovative technology.

During their time with CBaSE, Salus Innovations were pushed to focus on their customers and design their device that fit the needs of their users. They defined their target market and gained a clear understanding of what they needed to accomplish. Since then, Salus Innovations has had notable milestones such as attending and winning numerous competitions, developing their beta prototype, and partnering with St. Joseph's Health Centre. Most notably, Salus Innovations has secured the OCE SmartStart Seed Fund and attended the OCE Discovery 2017 Conference, which founder Shervin Aslani described as critically enabling to their team's operations.

Since the Hub, Salus has continued to develop. They have secured a partnership with a physiotherapist to begin product testing with a very quick feedback loop. They have found a manufacturer as well as found a San Francisco based product designer to help give their product the look and feel they want.

“Our experience with the Hub was very good. When we started in the Hub we had only an idea with a business plan that we had found on the internet somewhere. The Hub was extremely good at helping us to develop our business plan as well as connect us to industry specific support. The other great thing about The Hub was that it kept pushing us and keeping us accountable to take our idea and turn it into a business.”

-Francisco Espino-Valenzuela
Tempus Bikes is the place to purchase a vintage style high quality electric bike. They balance sleek and elegant style with the clean and powerful force of electricity and batteries. With a range of 50km and a max speed of 45km/h Tempus offers a truly unique product.

Tempus Bikes found value in the way that the Hub pushed them to make steady progress in their business. The in-class presentations developed their presentation skills while the course content developed their understanding of business basics.

Since being in the Hub, Tempus has made a big push on the marketing front. They have been featured in Wired, Design Boom, Digital Trends, and TopSpeed. Leveraging that push, Tempus has now successfully launched a Kickstarter campaign and are busy fulfilling their pre-orders. They are planning on delivering their first pre-orders in October and November 2017.

“The Hub was very beneficial to our business. We were a bit further along than some of the other startups as we already had a product, but the Hub made sure that we clearly explored and understood our target market as well as making sure that we were managing our cash on hand effectively. One of the best parts of the Hub was the open discussions between teams. Even though we were all in different industries the discussions taught us so much and we learned from not only the programming but also each other.”

-Xavier Chan
Souper is a Guelph-based soup delivery service specializing in the creation of wholesome, made-from-scratch, ready-to-eat soups featuring seasonal ingredients. Allan Mai and Brandon Guild founded Souper to combat the limited options that consumers face when wanting a quick, healthy meal.

During their time at CBaSE, Souper realized their current sales channel was unprofitable. They needed a scalable model and a more targeted customer market. With the support of the Hub, Souper established a more cost-effective distribution and manufacturing system and focused in on the organic, non-GMO market, which based on their extensive customer discovery, is willing to pay a substantial premium for ready-to-eat meal solutions.

Today, Brandon is the sole proprietor of Souper and has worked to continue to develop the product lines that they offer. Souper is in the process of developing strategic partnerships and networks in order to continue delivering their delicious products.

“The Hub was instrumental in developing the skills needed to thrive in business. We learned a great deal about customer discovery, importance of understanding customer wants and needs, how to manage our financials, helped grow our sales, helped identify weaker areas of our business and we added social media to our marketing efforts.”

-Brandon Guild
LIFETIME SUCCESS STORIES

The Making Box

Nominated for both Innovation Guelph’s Start-Up of the Year and The Guelph Chamber of Commerce: Community Spirit Award, The Making-Box is Guelph’s hub for live comedy and education through improvisation. The Making-Box is a movement that feels like the whole city of Guelph is now building community through comedy.

During their time with CBaSE, founder Jay Reid, was busy looking for a permanent location to house his operations. Since then, The Making-Box has brought on six new employees and secured a permanent location in Downtown Guelph. Jay Reid describes the most valuable achievement to be connecting with and making impact on the lives of a wide array of different clients.

The Making-Box continues to help more people and organizations become increasingly open, happy, and connected through live comedy and improvisation. At present, The Making-Box is particularly excited to celebrate the launch of Guelph’s new storefront comedy theatre and improv training centre this September with a grand opening featuring Kevin MacDonald of Kids in The Hall. The launch of their new homebase (a former restaurant) also comes with development of a variety of new roles within the organization too, including a Digital Marketing Lead, Youth Improv Incubator Director, and Venue Manager.

Revel Cider

In 2013 Tariq Ahmed saw that there was a lack of innovative cider companies in Ontario. As a cider lover himself he saw an opportunity and seized it, thus beginning Revel Cider Co.

“I studied science, that is very different than running a business. I knew I could make the cider, but I didn’t know how to sell it or how to set up the back end of things that are required to run a business. The Hub offers you mentorship, it offers you space, and it offers you money. Coming into CBaSE and taking the different workshops really helped push Revel Cider forward.”

Since Tariq’s time in the Hub Revel Cider Co. has continued to see great success. Over the last three years revel has grown from producing 20,000 Litres, to 35,000 litres, to 80,000 litres last year. Revel has also doubled their staff and continues to innovate, releasing a new product every 2-3 weeks. The next big goal for Revel? They hope to open a tap house in the space that the cider is brewed.
With the intent to expand diversity, the Hub will be an even more robust space for innovative ideas to germinate and grow. In addition, through strong mentorship of a dedicated staff team, the Hub will be able to accommodate more businesses, and provide an even richer experiential learning opportunity for any student or alumnus interested in starting a business.

The future is an exciting one for the Hub as we expand and attract more students across campus.
CBaSE hosted four Bigger Picture Series events that attracted over 130 attendees.

Each event provided thought leadership from successful entrepreneurs or business leaders and allowed them to share their entrepreneurial journeys.

Topics included how to pivot your startup before running out of money, scaling the human side of a startup, how to find balance and beat burnout, and corporate social responsibility in the food industry.

Students, faculty and community members left events with first-hand advice from successful entrepreneurs and insights into different entrepreneurial fields.
CBaSE hosted 120 attendees at four different Startup Drinks events this year.

Each event allowed students and community members the opportunity to network and get to know the projects each were working on.

These events are meant to encourage the entrepreneurial spirit in Guelph and are an excellent demonstration that Guelph’s startup community is thriving!

As part of each event we had a mini pitch competition where guests were given the floor to pitch their current idea and field questions from the audience.
This year, the Enactus Guelph team started from new with a new president, a new executive team, and three new projects. The team started the year off by attending the Enactus World Cup, which was held in Toronto for the second time in its history. The world cup brings students, business and academic leaders from 36 countries together to showcase their entrepreneurial action and share innovation that transforms lives and creates a better future.

The event inspired the team to start innovative projects and dedicate their year to making a difference in the Guelph community. Enactus Guelph met with local Syrian refugees to teach them financial literacy, established their Business Advisory Board, started three high potential projects, grew their team to over 30 dedicated students, made connections across the university and built a foundation for a team.
The 2016-2017 year has been one of growth and expansion for CBaSE, and we anticipate even greater development of our unit as we continuously work towards achieving our ambitious objectives.

CBaSE is the innovation and entrepreneurship centre at The University of Guelph.

This guiding identity has led us to three additional areas of growth to complement our current offerings. As we look ahead, we aim to grow our co-curricular program offerings, increase our focus on sustainability, and extend our support for curricular activities on campus. We believe that innovation and entrepreneurship are ubiquitous across campus and we aim to support all University of Guelph units to integrate these transdisciplinary elements as defining qualities.
Our first area of growth is our co-curricular offerings. Not only are we focused on increasing the quantity of workshops and events, we are aiming to provide a broad spectrum of topic points to appeal to our growing audience. From those who are curious about entrepreneurship to individuals who are looking to grow their businesses, CBaSE has an offering to suit their needs. A wide array of topics, learning objectives, and networking opportunities are all underway for the upcoming year. CBaSE is proud to announce that the Micro-Tyco challenge will be offered for the first time in three years and CBaSE will lead the facilitation of this exciting challenge in Winter 2018.

In addition to the Micro-Tyco challenge, CBaSE will continue to offer the B-Corp Bootcamp workshop through the Hub Incubator. Another co-curricular offering that we look to grow, the B-Corp Bootcamp is not only valuable to our startups, students, and community partners, but also for ourselves as a unit. With the access to the license of the online B-Lab Assessment, CBaSE can measure the impact of our startups, as well as our own operations. Furthermore, with the emphasis on sustainability as an area of growth, we strive to align our programs with the United Nations Sustainable Development Goals. In-class presentations about our efforts to reach the SDG targets, and the Sustainability Report are all on the way to increase our own focus on sustainability and impact measurement.

The final area of growth in which we will place our focus is the support for curricular activities. CBaSE is proud to provide the necessary support to academic units as they integrate more innovative and entrepreneurial experiential learning opportunities. The “CBaSE in a Box” program is being created to allow our partners access to our offerings in an accessible and integrated way. By creating a portfolio of programs that are ready-to-integrate and ready-to-use, CBaSE offerings can now be streamlined to fit in various contexts, and hence, driving the ubiquity of innovation and entrepreneurship at The University Guelph.

Looking ahead to the future of CBaSE, we are both excited and proud about the direction in which we are headed. Our expanded co-curricular activities allow us to reach a broad audience, our focus on sustainability allows us to lead by example, and our support for curricular activities make it easier for our partners to embed elements of innovation and entrepreneurship into their offerings. We believe that by focusing on these three areas of growth, CBaSE will continue to develop and be leaders for a sustainable world to help improve life.
Expanding the CBaSE Team

As a result of CBaSE’s continued growth and expansion, CBaSE hired two new full-time staff this year.
Erin Doherty was hired as Program Manager, and is responsible for the operations of the unit including managing a team of professional staff, students, and volunteers dedicated to delivering innovation and entrepreneurship training across campus. The Program Manager leads the design, development and delivery of all business and innovation learning opportunities provided by the unit and developing an entrepreneurial ecosystem and culture at Guelph.

In addition to designing and delivering programming, the Program Manager supports faculty in enhancing their business curriculum to include professional, entrepreneurial and innovation training to their students. Building partnerships on-campus and engaging with community organizations to strengthen the Guelph business and social entrepreneurship support-ecosystem is a key driver of success for this role.

John Lam is the new Business Incubator Services Manager. John brings a wealth of knowledge and experience to CBaSE. Graduated from the Master of Business, Entrepreneurship, and Technology (MBET) program from the University of Waterloo, John has used his academic knowledge to found two businesses, the earliest of which was started during his undergraduate studies.

Coming from lecturing social entrepreneurship at Wilfrid Laurier University, John combines academic knowledge and real startup experience to provide optimal support for young entrepreneurs.
Interested in Supporting CBaSE?

We are providing transformative education at the University of Guelph.

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.
Printed on 100% post-consumer ROLLAND ENVIRO paper.

This print run saved:

- 902 gal. US of water
  - 10 days of water consumption
- 92 lb of waste
- 303 lb CO₂
  - 575 miles driven
- 1 MMBTU
  - 3,794 60W light bulbs for one hour
- 1 tree