

Entrepreneurial Metrics

Sept. 2017 - Oct. 2018



Startup Activities

77 Interested in Starting a Business/New Product Idea

26 Ideas Refined

7 New Businesses Started

Business Advisory & Coaching Services

113.7 Advisory Hours Provided

54 Different Program Areas



Workshops

18 Workshops
(Genesis Centre & In-Class)

650 Students Participated

Topics Covered

Basics of Starting a Small Business • The Business Model Canvas • Optimizing LinkedIn • Blogging 101 • Networking for Success • Public Speaking • Presentation Skills • Pitching with Passion • Lunch w/ Entrepreneurs • Goal Setting • SR&ED • Secrets to Success • Facebook for Business • Selling with Shopify • Instagram for Business • What International Students Need to Know About Starting a Business.

Visited the EPIC Genesis Centre Seeking Advice, Information



191 Students
21 Staff, Faculty

Events & Presentations



23 Events & Presentations
1320 Attendees



genesis
entrepreneurship
innovation centre

ZEKELMAN
SCHOOL OF
BUSINESS
& INFORMATION TECHNOLOGY