Startup = App

Limited Diversity

Fear of Failure
Initial Plan

Help students launch ventures
Initial Plan
Help students launch ventures

Final Plan
Experiential Learning focused
Entrepreneurship Education Program
Mission

The Entrepreneurship Hub (eHub) is a student-led service dedicated to provide **education, support** and **mentorship** to UBC students and empower them to become **entrepreneurially minded**.
What does entrepreneurially minded even mean?

- Ability to take feedback
- Walk the Talk
- Thrive outside your comfort zone
- Embrace failure
- Learn fast
- Be passionate learners!
- Risk assessment
- Plan & Execute
- Introspect and always ask why
Startup Weekend
Sep 29 – Oct 1
Startup Weekend
Sep 29 – Oct 1

54 Hour Startup Marathon
Inter-disciplinary
Lean Startup Methodology
5 week program

Ideation to MVP to PMF

Certified Peer Coach
Flexible Learning Platform
Accessible to all
Curated, High Quality, Concise
Peer Coach Appointments
Where?  
Lev Bukhman

When?  
Every Wednesday  
5-8pm
Why Open Concept Workspace?

• Dedicated time to work on venture
• Work with and meet other students in the space
• Mentor check-ins

What does eHub Provide?

• Peer Coaches
• One industry mentor
• Rolling whiteboards + all the post it notes in the world!
What happens after?
Inspire
- Startup Weekend

Educate
- Flexible Learning Platform
- Open Concept Workspace
- Peer Coach Appointments

Launch
- 5 Week Program
- Peer Check-in
- Open Concept Workspace
Next steps?
Why the AMS?
THE AMOUNT OF GREAT IDEAS IN MY HEAD IS TOO DAMN HIGH
<table>
<thead>
<tr>
<th>eHub Section</th>
<th>Metrics</th>
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<tbody>
<tr>
<td>Inspire</td>
<td>Number of participants interested (tickets and waitlist)</td>
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<tr>
<td></td>
<td>Tickets bought from referrals</td>
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<td>Year level of students</td>
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<tr>
<td>Goal</td>
<td>Number of participants attending</td>
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<td>Number of female participants attending</td>
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<tr>
<td></td>
<td>Number of faculties across all participants</td>
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<tr>
<td>Post</td>
<td>Number of ventures continuing</td>
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<tr>
<td>Educate</td>
<td>Website</td>
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<tr>
<td><strong>Goal</strong></td>
<td>Number of clicks on the “Educate” section</td>
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<tr>
<td>To give students access to specific, comprehensive and direct resources to learning about the Lean Startup Process</td>
<td>Number of repeated clicks by the same IP address across different pages</td>
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<tr>
<td>To collaborate and learn from others in the UBC entrepreneurship community</td>
<td>Number of female participants attending and number of different faculties across all participants</td>
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<table>
<thead>
<tr>
<th>Open Concept Workspace (OCW)</th>
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<tbody>
<tr>
<td><strong>Website</strong></td>
<td>Number of female participants attending and number of different faculties across all participants</td>
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<td></td>
<td>Progress of attendees in FLP (in theory)</td>
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<td>Progress of attendees in FLP (in practice)</td>
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<td>Engagement with Peer Coach</td>
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<td>Student referrals to the OCW</td>
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<td>Number of students coming in directly from the Open Flexible Learning Platform (FLP)</td>
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<td>Satisfaction from attendees (students’ sense of collaboration, learning, community and venture progress)</td>
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<tr>
<td>Launch</td>
<td>Entry</td>
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<tr>
<td>Goal</td>
<td>Number of incoming participants</td>
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<td>Number of incoming participants from Startup Weekend</td>
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