



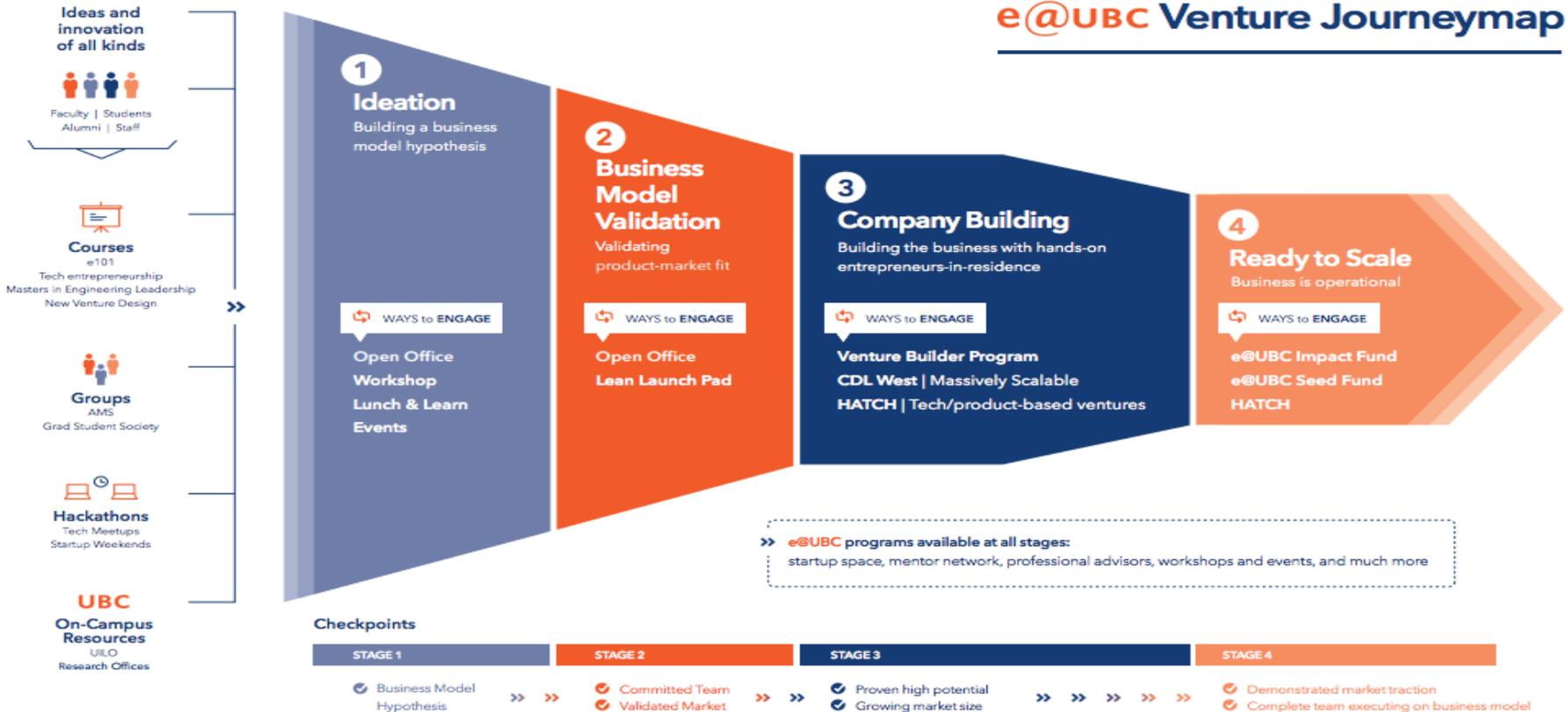
ENTREPRENEURSHIP HUB

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AMS Student Nest 3103

CURRENT ECOSYSTEM

e@UBC Venture Journeymap



PURPOSE

- The Entrepreneurship Hub at the AMS of UBC will aim to help spur entrepreneurial culture on campus.
- This service will attempt to encompass many different avenues on campus in order to have like-minded students working collectively in order to better their community.

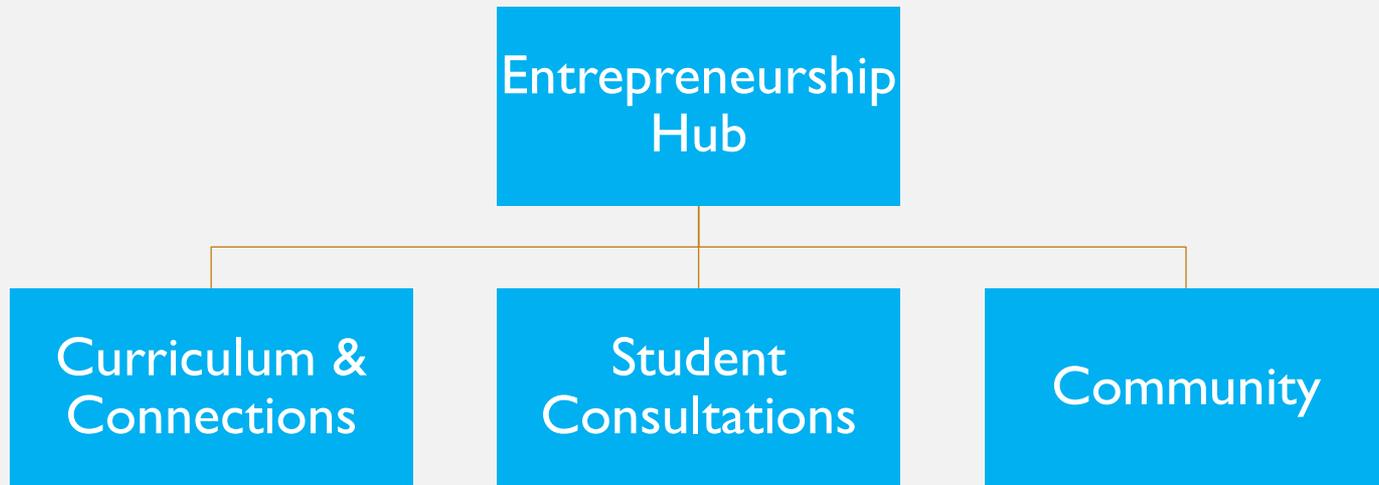
IMPLEMENTATION

- We will aim to offer 3 main components for the service.
- These components will include student consultations, connecting students to other incubators, clubs, and organizations, and hosting community events with the entire entrepreneurship ecosystem at UBC.



ams | Services

THE THREE ARMS



CURRICULUM & CONNECTIONS

- Creating another service or club to help entrepreneurship would be redundant.
- Instead add value to the existing organizations students to those organizations.
- Create a process where organizations receive students who are better equipped, and students will receive the feedback and coaching they require through a prepared curriculum following the lean start up methodology



STUDENT CONSULTATION

- Identifying where a student is with their level of interests and ability is important in order to direct them to the correct resources.
- By creating a consulting arm for the service, we will be able to ask the right questions, obtain information, and then provide them with strategic support





COMMUNITY EVENTS

- Current events struggle because of either the a.) quality of the event or the b.) similarity to other club's events on campus.
- Host and cross promote one casual events where students can get to know one another We seek to make the atmosphere of the event very casual, similar to going out with friends, where there will be a few facilitators to make introductions to one another.
- Sit down with clubs to strategize what their year will look with the hope to either cut out or support ideas through a collaboration instead of competition.

SUMMARY

- In order to make an effective and meaningful change in the UBC entrepreneurial ecosystem, the clubs, organizations, and incubators must work collectively.
- Likewise, by aligning ourselves in this effort, we will have the talent and the resources to help make a dent in the entrepreneurial scene in Vancouver.
- If you have any questions please feel free to reach out to Jay Singh at incubator@ams.ubc.ca



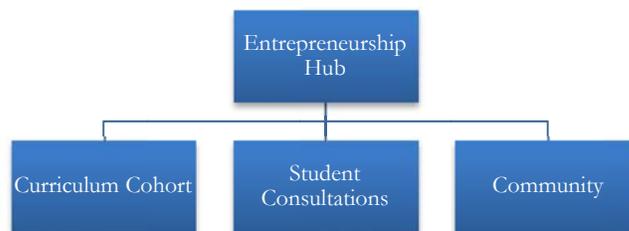
MEMORANDUM

TO: AMS COUNCIL
FROM: JAY SINGH, HUSSAM ZBEEB, & LOUIS RETIEF
SUBJECT: ENTREPRENEURSHIP HUB SERVICE FEASIBILITY
DATE: NOVEMBER 23, 2016

Purpose of the report

The Entrepreneurship Hub at the AMS of UBC will aim to help spur entrepreneurial culture on campus. This will be done through a number of different avenues, whether through peer consultation, co-working space, connecting like-minded individuals, or simply meeting people with similar interests. This service will attempt to encompass many different avenues on campus in order to have like-minded students working collectively in order to better their community.

We will aim to offer 3 main components which have been determined through numerous conversations with members, professionals, students, and industry leaders. These components will include student consultations, connecting students to other incubators, clubs, and organizations, and hosting casual social events with the entire entrepreneurship community at UBC.



How we are different

We will aim to act as a hub that connects different entrepreneurial minded clubs and organizations to students that are interested in. If you are a student that does not know where to start, we will be able to provide them with the resources that are required to support their venture. The E-Hub will work as a low barrier service aimed to enhance the overall entrepreneurial ecosystem. The following is how we will accomplish those lofty goals.

Curriculum Cohort

The philosophy of Lean Startup is an answer to the question 'How can we learn more quickly what works, and discard what doesn't?' Three principles outline what it means to be lean, and the importance of doing so in an ever changing environment:

First, rather than engaging in months of planning and research, entrepreneurs accept that all they have on day one is a series of untested hypotheses—basically, good guesses. So instead of writing an intricate business plan, founders summarize their hypotheses in a framework called a *business model canvas*. Second, lean start-ups use a “get out of the building” approach called *customer development* to test their hypotheses. They go out and ask potential users, purchasers, and partners for feedback on all elements of the business model, including product features, pricing, distribution channels, and affordable customer acquisition strategies. Third, lean start-ups practice something called agile development which works hand-in-hand with customer development. This is how we will assist people to create a “minimum viable product” which is the simplest prototype to test with your customers.

By using these principles as a framework for our students, we will be able to prepare them for their venture but also with a toolkit on how to solve real world problems with a limited amount of risk and time. We will also better prepare them for other incubators and accelerators for these students to proceed with.

Student Consultations

There are different stages and people who are interested in entrepreneurship. Those include students who:

1. Want to help and volunteer with social ventures.
2. Want to start a hobby business.
3. Are interested in how start-ups works,
4. Have no clue what entrepreneurship is, and more.

Identifying where a student is with their level of interests and ability is important in order to direct them to the correct resources. Likewise, by asking the correct questions and being able to identify what stage of the journey they are currently in. By creating a consulting arm for the service, we will be able to ask the right questions, obtain information, and then provide them with strategic support, mentoring, and connections to the next organization in their entrepreneurial journey.

Community

In the current landscape, many clubs and organizations on campus already hold events such as networking sessions, workshops, and speaker series'. What was discovered through our research was that at many times, these types of events struggle because of either the a.) quality of the event or the b.) similarity to other club's events on campus. Where we seek to add value with social events, is to host and cross promote one casual series of events where students can come and simply get to know one another and chat about big ideas. We seek to make the atmosphere of the event very casual, similar to going out with friends, where there will be a few facilitators to make introductions to one another.

Likewise, we have begun to create a network of club leaders to sit down and strategize what their year will look like and map out events and programming, with the hope to either cut out or support ideas through a collaboration instead of competition.

Recommendation

In order to make an effective and meaningful change in the UBC entrepreneurial ecosystem, the clubs, organizations, and incubators must work collectively. We will work to bring the separate organizations together, understand their goals, align those goals, and be able to communicate to our students what value we each give. Likewise, by aligning ourselves in this effort, we will have the talent and the resources to help make a dent in the entrepreneurial scene in Vancouver.