

## ITEM FOR INFORMATION

**Committee Name:** Planning and Priorities Committee, University Council

**Date:** September 25, 2025

**Presented by:** Christian Willenborg, Chair, Planning and Priorities Committee

### **Subject: Provisional Centre for Entrepreneurship**

#### **MOTION**

At its meeting on June 11, 2025, the Planning and Priorities committee passed the following motion: That the Centre for Entrepreneurship be established as a provisional centre effective June 11, 2025.

#### **CONTEXT AND BACKGROUND**

Dr. Marjorie Delbaere, Acting Dean of the Edwards School of Business submitted a proposal to the Planning and Priorities Committee (PPC) for a Provisional Centre for Entrepreneurship on June 11, 2025.

The intent of the centre is to support the USask community by promoting entrepreneurial thinking and practice. With input from over 35 interviews, the centre is envisioned as a cross-disciplinary hub, not tied to a single college, to foster collaboration and innovation. Edwards is well-positioned to lead this initiative given its strong expertise in entrepreneurship. Interest from potential donors supports the push for provisional status, which would help formalize the centre and attract funding. The centre would complement existing programs by serving as a central connector for various entrepreneurship initiatives.

#### **CONSULTATION**

The proposal for the Provisional Centre for Entrepreneurship was brought to the PPC Centres Subcommittee on May 29, 2025, followed by a presentation at PPC on June 11, 2025. The subcommittee saw the potential value in this type of centre for the university more broadly. PPC was supportive of the concept; however, it did inquire about potential duplication with Opus. Ultimately, the committee decided that provisional status was nonetheless warranted and therefore voted in favour of the proposal.

As per item 4.3 in the [Centres Policy](#), a progress report must be submitted to the Centres Subcommittee in June 2026 with a full proposal to be submitted and approved by June 2027.

#### **ATTACHMENTS**

1. **Centre for Entrepreneurship Proposal**



## MEMORANDUM

**TO:** Marjorie Delbaere, Dean, Edwards School of Business

**FROM:** Christian Willenborg, Chair, Planning & Priorities Committee (PPC)

**DATE:** June 12, 2025

**RE:** **Proposal for a Provisional Centre for Entrepreneurship**

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Thank you for attending the Planning and Priorities Committee meeting on June 11, 2025 to present your proposal for the Provisional Centre for Entrepreneurship. The committee participated in a fulsome discussion whereby the following motion was carried:

*Motion: That the establishment of the Provisional Centre for Entrepreneurship be approved for 2 years effective June 11, 2025.*

The approval of this provisional centre will be reported by PPC to University Council for information on September 25, 2025.

As per item 4.3 in the [Centres Policy](#), a progress report must be submitted to the Centres Subcommittee in June 2026.

If you decide to move forward with the center, full approval will need to be obtained by June 2027.

Thank you for your important work for the province and the University of Saskatchewan.

**Cc:** Baljit Singh, Vice President Research  
Angela Lieverse, Chair, PPC Centres Subcommittee  
Jordan Sherbino, Governance Officer

## FOR DECISION

**DATE OF MEETING:** June 11, 2025

**SUBJECT:** Establishment of the Centre for Entrepreneurship as a Provisional Centre

**DECISION REQUESTED:** That the Centre for Entrepreneurship be established as a provisional centre, reporting to the Dean of the Edwards School of Business

### BACKGROUND AND SUMMARY:

At its meeting on May 29, 2025, the Centres Subcommittee passed the following motion:

*That the Centres Subcommittee recommends to the Planning and Priorities Committee that the USask Centre for Entrepreneurship be established as a provisional centre, reporting to the Dean of the Edwards School of Business, pending additional information provided by the proponent on a plan for how to engage and collaborate with Indigenous and newcomer communities.*

At this meeting, the subcommittee heard a presentation from Dr. Marjorie Delbaere, Acting Dean of the Edwards School of Business. The subcommittee found that the presentation and answers to questions helped to differentiate the distinctiveness of *entrepreneurship* education from *business* education, the potential value in this sort of centre for the university more broadly, and the lessons learned from similar endeavours both at USask and at other universities across the country.

The subcommittee requested that further information be provided to the Planning and Priorities Committee on the plan for engaging and collaborating with Indigenous and newcomer communities, as these constituencies form a significant and important part of the demography and culture of our province.

The decision before the Planning and Priorities Committee is to establish the Centre for Entrepreneurship as a provisional centre reporting to the Dean of the Edwards School of Business. The [Guidelines for the Establishment of a Provisional Centre](#) state that: “The Planning and Priorities Committee has the authority to approval establishment of a provisional centre. The decision will reported to Council for information.” As such, this is the final approval stage for this decision.

### ATTACHMENT:

- Centre for Entrepreneurship Proposal
- Centre for Entrepreneurship Presentation



**EDWARDS**  
SCHOOL OF BUSINESS  
UNIVERSITY OF SASKATCHEWAN

# **Provisional Proposal: USask Centre for Entrepreneurship**

Last updated: April 22, 2025

## Executive Summary

The Edwards School of Business is proposing to develop a new entrepreneurship centre at the University of Saskatchewan, focused on enabling and supporting entrepreneurship and innovation. This document details the proposal for this new Centre, which was created using a thorough methodology designed to derive a clear understanding of the value proposition that this centre needs to bring. The methodology included an environmental scan of entrepreneurship centres across Canadian universities, 35 stakeholder interviews (both internal and external), analysis of key themes from the interviews, and finally the development and testing of the provisional proposal.

As the school of business, Edwards has a long history of supporting small and medium business enterprises in Saskatchewan and is a natural hub and connector for entrepreneurship initiatives within and around the USask community. Edwards is already a source of entrepreneurship and business expertise, education, and programming at USask; and has particular capabilities in the areas of cultivating projects and coaching entrepreneurs, enabling a competitive advantage for this Centre within the current entrepreneurial ecosystem.

This ecosystem ranges from initiatives with a narrow scope (startup incubators and accelerators), to initiatives with a broader scope (startup institutes and cultivators) and includes initiatives both internal and external to USask. Therefore, the goal of this centre is to position itself where it is not duplicating existing efforts but rather connecting the various initiatives, enabling student flow between initiatives, and providing its own unique value to ultimately contribute within the ecosystem as a whole.

The USask Centre for Entrepreneurship would be a central research-informed hub, and its focus would be on “Inspiring, Igniting, and Enabling Entrepreneurship” through three strategic and interconnected objectives: Creativity, Community, and Knowledge. Its vision would be to “build the future of entrepreneurship in Saskatchewan and beyond”, and its mission would be to inspire and enable all forms of entrepreneurial initiatives at the University of Saskatchewan through a central hub where entrepreneurial efforts, opportunities, and mindsets can be created and cultivated. The Centre will link USask students, staff and faculty from all colleges and units across campus, including potential students, and partners both internally and externally.

The document will finish by providing information on preliminary memberships of this new Centre, external partnerships, the proposed team, the anticipated and secured financial/other resources, and the proposed timeline associated with its creation.

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## 1. Proposed Centre Name

- USask Centre for Entrepreneurship

## 2. Name of Interim Director

- Dr. Marjorie Delbaere

## 4. Methodology

The proposal for a new centre of entrepreneurship at USask was created using a detailed and thorough methodology designed to derive a clear understanding of the value proposition that this centre needs to bring. The methodology included an environmental scan of entrepreneurship centres across Canadian universities, 35 stakeholder interviews (both internal and external), analysis of key themes from the interviews, and finally the development and testing of the provisional proposal.

## 5. Introduction

The Edwards School of Business is proposing to develop a new entrepreneurship centre at the University of Saskatchewan, focused on enabling and supporting entrepreneurship and innovation at USask. As the first business school in the province, Edwards has a long history of supporting small and medium business enterprises in Saskatchewan through education and mentorship and is well positioned to create and lead this centre. Edwards would build on its past experiences in this domain to create a centre that would capitalize on established strengths and add innovative new features, for example, a student managed new venture capital fund and an entrepreneurship learning lab.

The USask Centre for Entrepreneurship would be a central research-informed hub, connecting and uniting the different entrepreneurial initiatives at USask and within the Saskatchewan entrepreneurial ecosystem. Its focus would be on “Inspiring, Igniting, and Enabling Entrepreneurship” through three strategic and interconnected objectives: Creativity, Community, and Knowledge.



## 6. Context

In 2007, the Edwards School of Business created the [W. Brett Wilson Centre for Entrepreneurial Excellence](#) (later the Edwards School of Business Wilson Centre) with a vision of being Canada's entrepreneurial hub. Its original objectives included becoming a centre of excellence in teaching, research, and outreach of commercialization strategies for entrepreneurial ventures in Saskatchewan, Canada and the world. By 2011 the vision had shifted to focus on "inspiring entrepreneurs" with efforts focusing on entrepreneurship celebration, competitions, mentorship, networking, and raising the profile and opportunities available to aspiring entrepreneurs.

Some key activities undertaken to achieve the mandate of the Wilson Centre included entrepreneurial research by Wilson Scholars, the promotion of entrepreneurship minors, experiential learning opportunities for students, a new venture creation competition, Saskatchewan's largest networking event "Pitch Party", outreach to high schools and K-8, workshops and seminars for graduate students, and mentorship opportunities for aspiring entrepreneurs in the community. After changes in mission, mandate, and location, the centre closed in 2017.

Now, in 2025, the time is ripe for the establishment of a new centre of entrepreneurship at USask.

## 7. Definition, Vision, Mission, Tagline

### 7.1 Definition of Entrepreneurship

- At USask, we define Entrepreneurship as the mindset, opportunities and outcomes that result in new ventures, businesses, jobs, and social impact.

### 7.2 Vision

A vision outlines what an organization would look like without any obstacles in the way of achieving the mission:



Building the future of entrepreneurship in Saskatchewan and beyond.

*Figure 1: USask Centre for Entrepreneurship Vision*

### 7.3 Mission

The mission of an organization outlines its purpose or the reason for its existence:

To inspire and enable all forms of entrepreneurial initiatives at the University of Saskatchewan through a central hub where entrepreneurial efforts, opportunities, and mindsets can be created and cultivated. The USask Centre for Entrepreneurship will engage USask students, staff and faculty from all colleges and units across campus, including potential stakeholders and partners both internally and externally.

*Figure 2: USask Centre for Entrepreneurship Mission*

### 7.4 Tagline

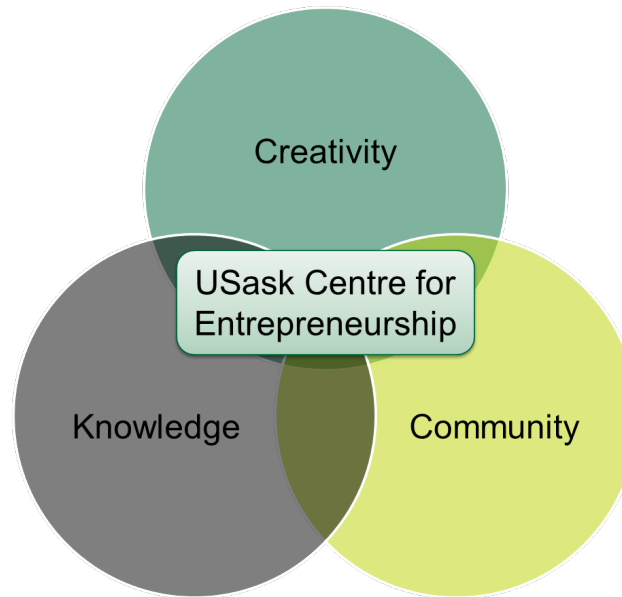
The following tagline was created for marketing purposes in succinctly describing the core value proposition of the Centre:

*Inspiring, Igniting, and Enabling Entrepreneurship through  
Creativity, Community, and Knowledge.*

*Figure 3: USask Centre for Entrepreneurship Tagline*

## 8. Objectives and Goals of the USask Centre for Entrepreneurship

As the “front door” to entrepreneurship on campus, the USask Centre for Entrepreneurship will be a research-informed central hub within the Saskatchewan entrepreneurial ecosystem, linking and supporting all entrepreneurial initiatives and “Inspiring, Igniting, and Enabling Entrepreneurship” through three strategic and interconnected objectives: Creativity, Community, and Knowledge.



## 8.1 Creativity

A major objective of the Centre will be to inspire and foster creativity in entrepreneurship at USask. Based on the premise that creativity is a core foundation of entrepreneurship, a key goal of the Centre will be to help create and support entrepreneurial ideas through a creative process ranging from idea generation and creative collaboration, to problem-solving and idea realization. Programs that will support this goal will include:

- Formation of a creative thinking space that can facilitate an entrepreneurial, problem-solving environment, with one objective being to fill the gap between business plans and business realization
- Events that foster creativity (e.g., competitions, pitch parties, speaker opportunities)

- Creative collisions – a program to foster creative thinking and problem-solving in entrepreneurship and allow entrepreneurs and those interested in entrepreneurship to connect with each other
- Micro financing to support student entrepreneurial ventures
- Provision of a full-time coach that is available to support creativity in entrepreneurship for all students across campus

## 8.2 Community

We will create a space and place for entrepreneurship at USask. A key objective of the Centre will be to create an entrepreneurial community with the goal of providing a supportive network for entrepreneurs and those interested in entrepreneurship, and through this, fostering and enhancing the entrepreneurial mindset at USask.

Programs to support this goal will include:

- Mentorship between students and entrepreneurs/businesses
- Peer mentorship and coaching between students at Edwards
- Peer mentorship and coaching between students at Edwards and students from other colleges
- Creative collisions - a creative thinking space/problem-solving environment, allowing entrepreneurs to connect with each other
- Location – the environmental scan and stakeholder interviews indicated the clear value of a dedicated space for an entrepreneurship community
- Support for specific groups from an EDI lens

The USask Centre for Entrepreneurship will connect into all initiatives within the entrepreneurial ecosystem, with the goal of increasing accessibility to entrepreneurship support and resources for all students, non-students, and internal and external partners with each other and with the Centre itself. Diversity drives innovation, and so the Centre will focus on offering programs that attract and serve a wide range of backgrounds and perspectives.

Achieving this goal will involve forming connections with and between different entrepreneurial initiatives both internally at USask and externally with the Saskatchewan business community and industry. The USask Centre for Entrepreneurship will support all colleges across the university and provide specific programs to increase connection and through this, accessibility to entrepreneurship support and resources. Programs to support connection will include:

- Networking programs (for events, pitch parties, speaker opportunities)
- Opportunities for collaboration (regular and ongoing communication with other entrepreneurial initiatives e.g., Opus, Sigma, interdisciplinary collaboration across colleges)
- Opportunities to increase accessibility to entrepreneurship (communication of programs for students from other colleges, Entrepreneurship Week)

### 8.3 Knowledge

The Centre will serve to make knowledge around entrepreneurship available, accessible and implementable through conducting entrepreneurship research, providing educational resources, and delivering high-value programming. The goal in this area will ultimately be to increase research and provide educational programs and resources for entrepreneurship and in doing so, enable and support entrepreneurship in its various forms.

Programs to support this goal will include:

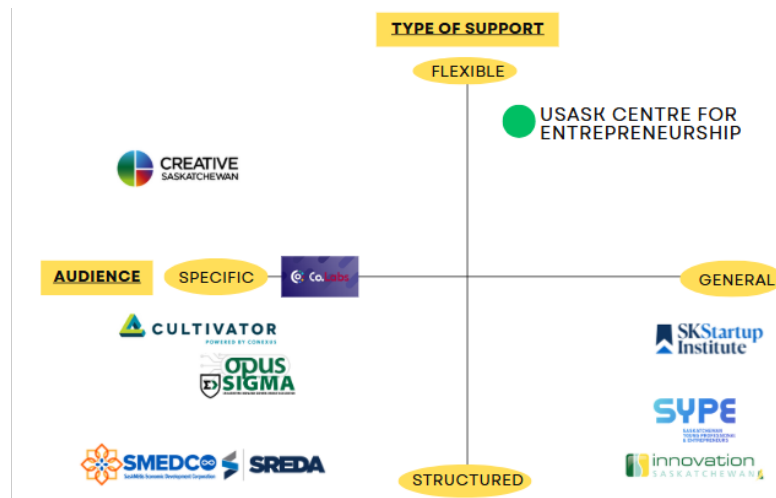
- Appointment of a Tier II Canadian Research Chair (CRC) who will utilize a methodology of field experiments embedded within entrepreneurial training programs to generate rigorous research outputs while simultaneously benefiting participants
- Support for research on the state and scope of entrepreneurship in Saskatchewan, the role of entrepreneurship in facilitating social change, and models of entrepreneurial organizations and institutions
- Development of pedagogical tools that serve entrepreneurs provincially and enhance classroom instruction at Edwards School, while creating valuable research opportunities for Master and PhD students
- An entrepreneurship major and minor at Edwards
- New entrepreneurship courses at Edwards (social entrepreneurship, indigenous entrepreneurship, lean startup, family enterprises), with options for supporting students from other colleges to engage in these courses alongside business students
- Programs for integrative learning and connection of external industry projects into classes (e.g., co-op placements)
- Programming and workshops through Edwards Executive Education unit (revenue generating)
- Entrepreneurship Learning Lab: Resources and micro-credentials for students and non-students (e.g., pitch support)
- Program facilitating the regular integration of entrepreneur guest lecturers

- Student-managed new venture capital fund to support student entrepreneurial ventures

## 9. Rationale for Seeking Provisional Status

**Potential Donor:** There is an alumnus who has expressed interest in learning more about a potential centre for entrepreneurship at USask and who has the capacity to make a generous donation to fund a future centre. The VP University Relations along with the Acting Dean at the Edwards School of Business will be meeting with the alumnus this spring. Obtaining provisional centre status would allow us to move forward with these discussions and provide the potential donor with a structure for the centre that has received initial support from USask.

The current entrepreneurial ecosystem in Saskatchewan ranges from initiatives with a narrow scope (startup incubators and accelerators), to initiatives with a broader scope (startup institutes and cultivators). Initiatives exist both internally and externally to USask. Therefore, the goal of the Centre would be to position itself where it is not duplicating existing efforts but rather connecting the various initiatives and, in this way, contributing unique value within the ecosystem as a whole. This Centre is needed within the ecosystem to bring all initiatives together, enable student flow between initiatives, and provide its own value centering around connection, community, and education (see Figure 1: Positioning Map).



As the school of business, Edwards is a natural hub and connector for entrepreneurship initiatives within the USask community. Edwards is already a source of entrepreneurship and business expertise, education, and programming at USask; as such it is also able to recruit for a CRC tier 2 in community-based entrepreneurship and innovation. Edwards has strong relationships internally and externally to USask and as per the methodology of building this proposal, has sought guidance from 35 internal and external stakeholders (see Appendix 1.1, 1.2) in order to inform the structure of the Centre from a stakeholder perspective and create a collaborative focus for this Center from the onset. Edwards also has particular capabilities in the areas of cultivating projects and coaching entrepreneurs which would be foundational to this Centre being able to create value and a competitive advantage within the ecosystem.

## 10. Preliminary Memberships

- Students across campus
- Staff across campus
- Faculty across campus
- [OPUS](#) - would continue to play a key role in supporting lab-to-market ventures for USask faculty, students; they would be partners in entrepreneurship programming and training
- [SIGMA](#) – have expressed keen interest in collaborating for mutual benefit to both initiatives
- College of Agriculture and Bioresources

## 11. External Partners

- [Co.Labs](#) – Technology incubator funded by Innovation Saskatchewan at Innovation Place
- [Global Agri-Food Advancement Partnership \(GAAP\)](#) – Ag-West Bio business incubator at Innovation Place
- [Saskatchewan Startup Institute](#) – Supports entrepreneurs
- [Ideas Inc.](#) – Non-Profit business incubator in downtown Saskatoon
- [Cultivator](#) – Conexus Credit Union incubator located in Regina

- [Valhalla Capital](#) – Angel Investors’ Network
- [Startup TNT](#)
- [IRAP Program](#)

## 12. Proposed Team

- Centre Director
- Start-up Coach
- Marketing and Communications Coordinator
- Office Administrator
- Academic Director (existing faculty member)
- Research Director (existing faculty member)
- Entrepreneur in Residence

(For more details, see Appendix 2.1).

## 13. Anticipated and Secured Financial and Other Resources

- Centre creation - \$25.0K
- Micro-financing for new ventures
- Centre annual operations - \$309.2K
- *Ongoing* Centre costs - \$337.8K (plus salary inflation in future years)

## 14. Proposed Timeline

- The provisional proposal will be brought to the [Centres Sub-Committee](#) and the [Planning and Priorities Committee of Council](#) in May 2025
- Centre to be *created* in fiscal 2025/26



- Centre to be *operational* in fiscal 2026/27
- The creation/establishment of the Centre may be deferred to future years; however, the timing of the manager and faculty hire must align (same fiscal period)

# Appendix

## 1. Interviewees

### 1.1 Internal:

- Peter Stoicheff – USask President
- Cheryl Hamelin – VP University Relations
- Baljit Singh – VP Research
- Angela Jaime – Vice Dean Indigenous
- Vince Bruni-Bossio – Acting Provost and Vice-President Academic
- Alix Hayden – Director of Innovation, Mobilization and Partnerships
- USask Deans (Society, Health and Planet)
- Jenelyn Santos-Ong – Manager, Opus Innovation Mobilization and Partnerships
- Tate Cao - Assistant Professor, La Borde Chair in Engineering Entrepreneurship
- USask Sustainability Faculty Fellow
- Lee Swanson – Associate Professor Management and Marketing
- Brooke Klassen – Assistant Professor Management and Marketing, USask Sustainability Faculty Fellow
- Devan Mescall – Professor (Accounting)
- Maureen Bourassa – Associate Professor, Associate Dean Academic
- Tyler Case – Associate Professor (Management and Marketing)

#### Students:

- Emma Baker – Edwards 447 Student / EBSS VP Community Outreach
- Andres Carillo – Entrepreneurship Co-op Student
- Brayden Arnott - Edwards 447 Student / President of Accounting Club
- Sarah Stener - Edwards 447 Student / Co. Labs Intern
- Meadow Coates – EBSS President
- Alex Lafond – Board member of Dembrowski Student Managed Portfolio
- Krunal Chavda – President of USSU
- Moses Ahiabu – VP of Operations and Finance at USSU
- Zoey Schneider – New Alumna (Graduated 2023) / Founder of Future Forward Agency

## 1.2 External

- Jonathan Lipoth – Executive Director of Co. Labs
- Karen Stewart – Edwards alumna, Founder of Fairway Divorce Solutions
- Marco Donadeo – Edwards alum, Venture Capitalist
- Maureen and Gord Haddock – Edwards alumni and USask donors, Serial Entrepreneurs and founders of the Get a Bigger Wagon program
- Greg Yuel – USask alum, President and CEO – PIC Investment Group
- Dani Nicholls – Edwards alumna, Lawyer at MLT Aikins LLP
- Bryon McCrea – Edwards alum, Founder of 3twenty Modular
- Debra Jonasson-Young – Executive Director at the Stu Clark Centre for Entrepreneurship at the University of Manitoba

## 2. Critical Factors for Success

The following factors were highlighted as critical for success through the stakeholder interviews:

- Leadership
- Marketing/Communications
- Measurement/Metrics

### 2.1 Leadership

Director recommendations:

- Worked with entrepreneurs and deeply understands models of entrepreneurship
- Experience in the business world
- Deep understanding of centre value proposition
- Credibility/seniority
- High networking ability and connections, “charisma”
- Described as “make or break” for the centre

Faculty Member:

- Strong entrepreneurship research background

## **2.2 Marketing/Communications**

- Hire a strong marketing/communications officer
- Use success stories/high profile entrepreneurs (320 Solutions has offered support)
- Marketing to students (career fair, The Latest (Edwards Emails), class presentations across colleges and through USSU)
- Deliberate and conscientious framing of history/ending of old centre: “Old centre didn’t align with strategy of college, didn’t focus on integrating across campus → We are creating something that is aligned with the strategy of the college, we are getting more researchers, and focusing across campus, not just as a centre, but as a connecting hub”.
- Location is important
- Communication of early/small wins: see Appendix 4.2 (Short-Term Opportunities)

## **2.3 Metrics**

- Must have strong alignment with definition and mission
- Measurement of mindset: analysis of culture or mindset of students before/after involvement with centre,
- Measurement of opportunities: how many courses, variety of students taking courses, numbers engaged in centre, number of internships, mentorship program/individual mentorships
- Measurement of outcomes: number of businesses, students, how many new Opus technologies, entrepreneurial research, research impact, number of student projects, look long term as well as short term, measure individual projects and their impacts

## **3. Collaboration Opportunities**

- Co.Labs
- Opus
- SIGMA

- Summer entrepreneurship camp
- Get a Bigger Wagon
- Enactus
- Executive Education team (e.g., Mount Royal University Growth Catalyst program)
- Micro-credentials
- External entities: Cultivator, GAAP, Ideas Inc., Startup Institute

## **4. General Opportunities**

### **4.1 Short-Term Opportunities**

- Saleable collection or inventory of business plans: online salable (or free) business plan collection populated from our 100+ annual COMM 447 and MBA 992 business plans. The aim of this service would be to help accelerate time to market for prospective entrepreneurs by purchasing a comprehensive business plan that could be tailored to meet the needs of their own venture. Funds could be reinvested into student programming or scholarships. Informal surveys with COMM 447 students were supportive of this idea
- Visual map of ecosystem – available to entrepreneurs: Create an interactive, visual online “map” of the entrepreneurial services/organizations in our ecosystem (ex. research, finance, mentorship, marketing etc.) to be hosted on Edwards website as a service to prospective entrepreneurs, create industry relationships, drive web traffic and place Edwards at the heart of entrepreneurship in the region
- “Campus Innovators” award – student/faculty/staff

### **4.2 Medium-Term Opportunities**

- Internships
- Small business program – support students to practice running small businesses
- Resources to support continuation of business ideas or plans
- Vendor expos – insurance brokers, construction companies – services that students might need in building a business (InVenture)
- Ideation/Pitch/Business Plan competitions

- Fund or incentivize guest speakers who can share entrepreneurial stories

#### **4.3 Long-Term Opportunities**

- Student managed venture capital fund to invest in ventures out of COMM 447 – profile of companies that students could manage. Students could manage the fund and invest in business plans and then manage a portfolio of companies over time
- Stipend for entrepreneur instructors: incentive for these instructors to incorporate entrepreneurship into their courses
- “Local” research fund – incentivize research on issues that are proximal to USask (ex. family farms, Indigenous economic development, resource sector, local case studies)

# Proposal for a Centre for Entrepreneurship

Sponsor: Marjorie Delbaere, Acting Dean Edwards School of  
Business

# Context

- The Edwards School of Business is proposing to develop a new entrepreneurship centre at USask, focused on enabling and supporting entrepreneurship across the USask community.
- The proposal was created using a detailed and thorough methodology designed to derive a clear understanding of the value proposition that this centre needs to bring.
  - a) An environmental scan of the many entrepreneurship centres across Canadian and North American universities
  - b) 35+ stakeholder interviews (both internal and external)



# Definition, Vision, and Mission



## Definition

Entrepreneurship is the mindset, opportunities and outcomes that result in new ventures, businesses, jobs, and social impact.



## Vision

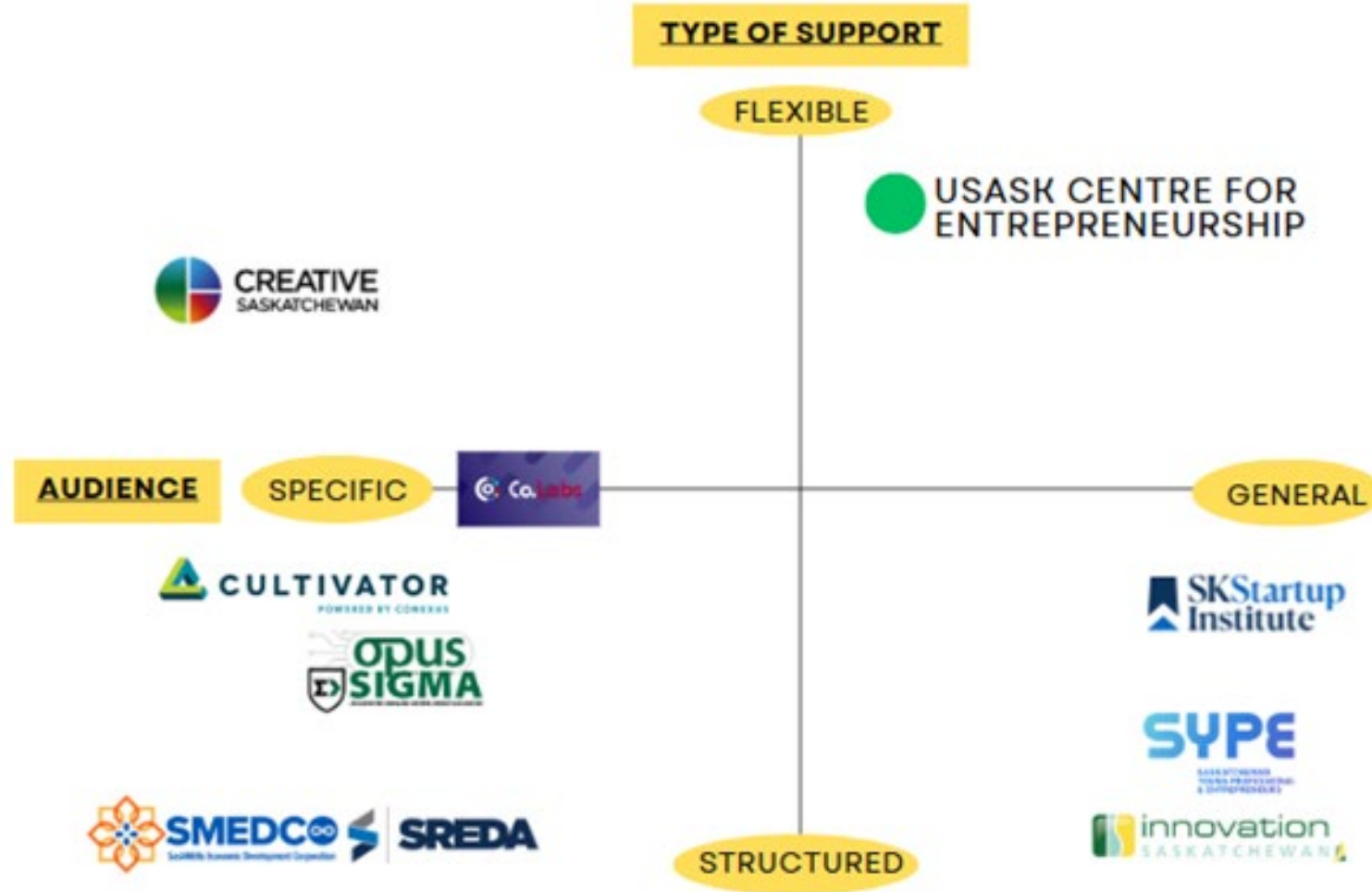
Building the future of entrepreneurship in Saskatchewan and beyond.



## Mission

To inspire and enable all forms of entrepreneurial initiatives at USask through a central hub where entrepreneurial efforts, opportunities, and mindsets can be created and cultivated

# Positioning



# Entrepreneurship Centre vs. Business School

## ▪ Entrepreneurship Centre

- a) Focused on promoting entrepreneurial thinking and action
- b) Offers workshops, coaching, mentorship, bootcamps, micro financing for people from all academic backgrounds
- c) Success metrics include number of startups and initiatives launched, community engagement

## ▪ Business School

- a) Management education, organizational leadership, business theory
- b) Offers structured degree and for-credit certificate programs with specializations
- c) Success metrics include number of graduating students, employment rates, research impact and academic rankings

# Entrepreneurship vs. Business Research

- Entrepreneurship Centre

- a) Focused on promoting entrepreneurial thinking and action
- b) Audience: students, aspiring entrepreneurs, alumni, entrepreneurial community
- c) Output: Skill development, startups and initiatives launched, community engagement

- Business Research

- a) Dedicated to advancing academic knowledge in specific areas of business, e.g., finance, marketing, organizational behaviour
- b) Audience: Faculty, grad students, postdocs, policy makers and industry professionals
- c) Output: White papers, case studies, journal articles, theoretical and empirical insights, grant applications

# Impact

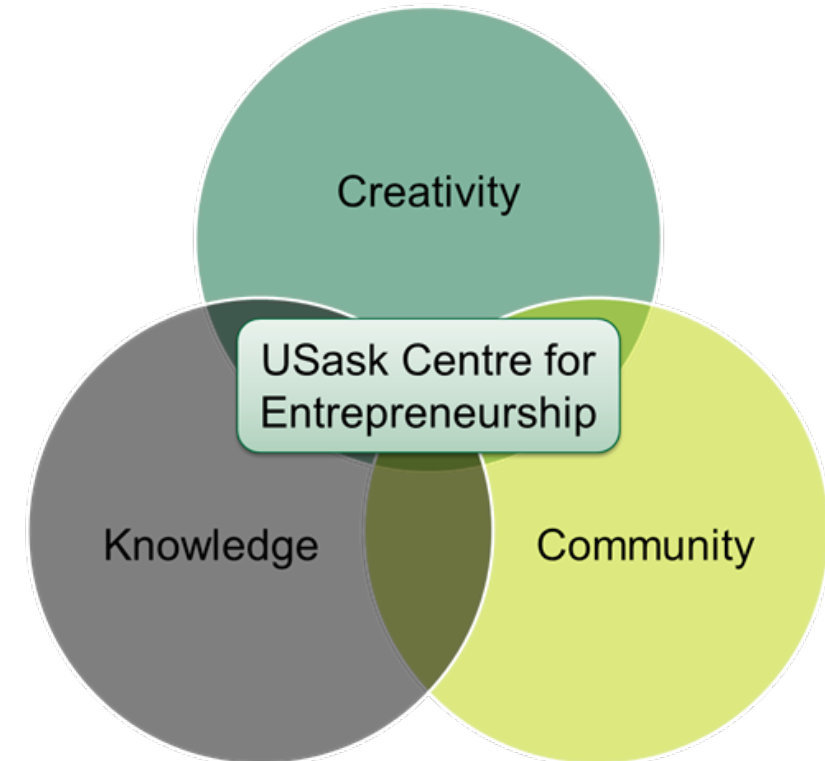
- By broadening its scope and aiming to support the development of entrepreneurial mindsets and skillsets, this centre is able to transcend a single-output focus.
- This allows the centre to go beyond building businesses or creating entrepreneurs, and to be able to support entrepreneurial mindsets and skillsets that can have impact and value across all colleges and disciplines at USask, as well as in the more general community (i.e., in areas that may be unrelated to business). This allows the centre to have impact both in the field of business, but also in other fields, and to have value both internally at USask and also externally across the entire province of Saskatchewan.

# Why a Centre?

- The centre model is very useful for interdisciplinary initiatives as the structure is distinct from a department or school but is still established within the University.
- Entrepreneurship is by nature interdisciplinary; it integrates knowledge, skills and perspectives from multiple fields to identify opportunities, solve problems, and create value.
- The Centre would draw on the expertise of Edwards faculty in business education, but it would be open to students and faculty from all academic backgrounds.
- **There are multiple potential donors interested in this initiative – provisional status would allow the development of a concrete model to present to the donors to further discussions.**

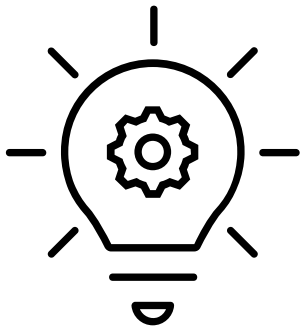
# Inspiring, Igniting, Enabling Entrepreneurship

A central research-informed hub, connecting and uniting the different entrepreneurial initiatives at USask through three strategic and interconnected objectives: creativity, community, and knowledge.



# Creativity

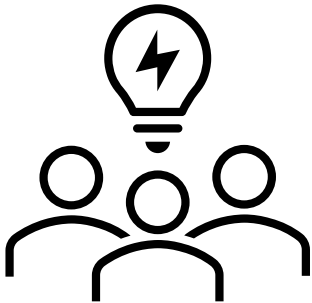
- Goal to create and support entrepreneurial ideas through a creative process ranging from idea generation and creative collaboration, to problem-solving and idea realization
- A creative thinking space that can facilitate an entrepreneurial, problem-solving environment
- Events that foster creativity (e.g., competitions, pitch parties, speaker opportunities)
- Creative collisions – a program to foster creative thinking and problem-solving in entrepreneurship
- A full-time coach available to support creativity in entrepreneurship for all students across campus





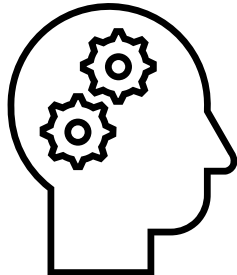
# Community

- Goal to provide a supportive network for entrepreneurs and those interested in entrepreneurship, and through this, foster and enhance the entrepreneurial mindset at USask.
- Mentorship programs
- Support for specific groups from an EDI lens
- Networking programs (events, speaker opportunities)
- Regular and ongoing communication with other entrepreneurial initiatives e.g., Opus, Sigma, interdisciplinary collaboration across colleges)



# Knowledge

- Goal to increase research and provide educational programs and resources to entrepreneurship and in doing so, enable and support entrepreneurship in its various forms.



- New entrepreneurship courses at Edwards (social entrepreneurship, indigenous entrepreneurship, lean startup, family enterprises), available to students across colleges
- Programs for integrative learning and connection of external industry projects into classes
- Non-degree programming and workshops, including Executive Education