how do we inspire entrepreneurial thinking to drive discovery, creativity and innovation
With eyes high, we will lead in discovery, creativity and innovation to develop a culture that differentiates the University of Calgary as the university for entrepreneurs, creators and innovators. Our students will graduate into a world driven by unprecedented and rapid change. Their success will depend on their ability to nimbly discover, collaborate, create and solve multidimensional problems that cross cultural, social and political boundaries. With your philanthropic investment, UCalgary will become a global centre for the teaching, learning and discovery of entrepreneurial thinking.

The University of Calgary is poised to launch the next generation of social and technological innovators and entrepreneurs who will energize our city, our province and the world. "Energize: The Campaign for Eyes High" is our drive to position UCalgary as the most entrepreneurial university in the country’s most enterprising city.

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defining the word ‘entrepreneur’ for a new economy

In the 21st-century economy, an entrepreneur can be defined as someone who creates new value. He or she is as likely to come from a medical or fine arts background as from business or engineering. An entrepreneur sees a problem and strives to solve it creatively and collaboratively with the resources at their disposal.

An early adopter of the entrepreneurial revival three decades ago, Calgary put to rest the persistent question, “Can entrepreneurship be taught?” UCalgary has supported that movement by providing an environment that fosters curiosity, innovation, collaboration and educated courage.

UCalgary will build on its roots in driving innovation and entrepreneurship through an institutional Entrepreneurship and Innovation initiative. The initiative will focus on the following four key areas:

- Investing in a new student experience
- Enabling the academy to lead in innovation
- Creating a community of entrepreneurs
- Building a new purpose-built home

With your support, we can establish a sustainable culture of entrepreneurship and innovation across all disciplines.

Postdoctoral scholar Jose Luis Rodriguez Gil conducts a sample study as part of Advancing Canadian Wastewater Assets (ACWA), a pioneering partnership between the University of Calgary and City of Calgary determined to ensure clean drinking water for the planet.

Our drive is to ensure that the fundamental skills learned in higher education — the ability to unravel big problems, to work in diverse teams and to communicate complex issues — are aligned with rapidly changing global needs.”

Elizabeth Cannon, president and vice-chancellor
This broader perspective on the potential scope and effect of entrepreneurial thinking requires new teaching and learning strategies. With interdisciplinary reach and community engagement in mind, we will create an environment designed to unleash the potential entrepreneur in every student by providing targeted programming and hands-on opportunities to feed and foster new ideas.

**Invest in a new student experience**

- Funds to develop an expanded curriculum, including a certificate in entrepreneurial thinking, will create options for students from every discipline seeking course offerings and experiences in entrepreneurship.
- Experiential student experiences through internships and co-operative education opportunities in Calgary and beyond will connect students with business and social entrepreneurs, and offer meaningful learning experiences for all.
- The College of Discovery, Creativity and Innovation will hone undergraduate research and collaborative skills, and enable students to learn how to solve complex, multidimensional problems in a mentorship environment.

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**a new student experience**

Innovation isn’t just about technology and it isn’t just a buzzword. With the right guidance, tools and mindset, almost anyone can learn to be very creative, innovative and entrepreneurial. And, in today’s increasingly globalized, competitive, knowledge-based world, we need our young people to do just that. — Alex Bruton, Senior Instructor, Entrepreneurship, Schulich School of Engineering

There is an immediate, collective demand for students and academic leaders to make a lasting and positive difference in the business, health, government, arts, academia and non-profit sectors.
innovative incubator

Through entrepreneurship courses, expert mentorship and a place to experiment and refine her concept at UCalgary, second-year Bachelor of Commerce student Victoria Ross’s push to develop innovative solutions for the agribusiness sector have started to germinate. Her firm, aGRO Systems, offers a four-pronged benefit to cattle and hog farms via improved manure management, water purification, power generation and organic fertilizer production.

Ross was able to spend four months refining her concept through the Hunter Centre’s Summer Incubator Program at Innovate Calgary, a technology transfer and business incubation centre that works to bridge the gap between discovery and innovation. Such unique opportunities have set Ross on a path to providing an innovative solution for agribusiness.

meaningful mentorships

With experiential learning at the forefront, UCalgary’s Faculty of Law worked with Innovate Calgary and Borden Ladner Gervais (BLG) LLP to develop a course around a venture that, initially, sprang out of a conversation Dean Ian Holloway had with specialists at Innovate Calgary. “Their entrepreneurs needed legal advice,” says Holloway. “After all, a lot of small businesses fail not because they don’t have good ideas, but because they are pulled under by legal issues.”

With financial support from the firm, the faculty subsequently collaborated with BLG to design a learning experience that enables students to work with Innovate Calgary-sponsored entrepreneurs to develop patent applications, incorporate companies, draw up partnership agreements and discuss proper enterprise financial structuring options.

unlocking potential

Now in its pilot stage, the College for Discovery, Creativity and Innovation, within the Taylor Institute for Teaching and Learning, is a game-changer in undergraduate education. By transitioning students from “consumers of knowledge” to “discoverers, creators and innovators,” the college calls together students from different undergraduate programs to collaborate on solving well-defined “grand challenges.”

UCalgary students will graduate into a world driven by knowledge-based economies, overwhelmed by data of proportions and timeliness never before imagined. Success will be gauged by the ability to synthesize vast amounts of information, to distill essential insight and to work in teams to solve multidimensional problems. Where will students gain this expertise to enable them to be leaders in knowledge-based economies?

The Taylor Institute is the crucible for this new form of education for undergraduate students. The institute’s goal is to unlock the creative, entrepreneurial and innovation potential of its undergraduate students in their first year so that they can realize their research potential throughout their undergraduate career. Together, we will create the educational experience of the 21st century.
We will embrace the challenge of developing leadership, creating funds and recruiting talent to invest in these complimentary areas. Investments will fuel idea-generation and translation into innovations and commercialization opportunities. We will support our entire scholarly community to imagine how their work can improve the health of our community and the world.

- **Seed funds** will accelerate student projects and university research with venture potential.
- A critical mass of **programmatic chairs, professorships and fellowships** will focus on entrepreneurship, creativity and innovation to transform learning experiences across the academy.
- **Financial awards** for students engaged in entrepreneurial research will attract and retain outstanding undergraduate and graduate scholars from around the world.

The University of Calgary is poised to offer the most comprehensive entrepreneurship and innovation program in the country.

It doesn’t matter whether you want to start a business, work as a contractor or as an employee at a firm — you need to develop self-reliance, creativity and a mindset to pursue what it is you’re magnificent at.”

Derek Hassay, RBC Teaching Professor in Entrepreneurial Thinking, Hunter Centre for Entrepreneurship and Innovation, Haskayne School of Business
In medicine, we don’t talk about entrepreneurship. We talk about innovation that saves lives. Early investment in life-science innovation allows ideas to propel forward at a pace that will solve health problems now. The Cumming School of Medicine, and an expanded innovation program university-wide, needs seed funds to turn game-changing ideas conceptualized by doctors, scientists and other medical professionals into viable, proven solutions.

Vascular surgeon Dr. Randy Moore, along with his colleagues in Biomedical Engineering, is poised to launch a venture that will dramatically improve measures of aortic aneurysm. His method, called ViVidia, builds on patented algorithms that generate data that will help health-care professionals more appropriately plan the timing for surgical intervention for patients with aortic aneurysmal disease.

Steve Larter is the special advisor on innovation to the dean of the Faculty of Science. His experience successfully launching several research-driven start-ups such as Gushor and Profero Energy make Larter uniquely aware of the potential for UCalgary’s growing culture of entrepreneurship and innovation. He helps faculty and students connect the dots between the high-level thinking that abounds at the university, and what’s going on right on the shop floor,” says Larter, who adeptly guides students to break down barriers to innovative thinking. Led by the Faculty of Science, he hosts weekly “skunkworks” meetings — an informal, inclusive approach to helping small groups of people develop ideas quickly — with an eye to bridging science, engineering and business.

Larter strives to build a stronger culture of innovation on campus with more time for student-faculty collaboration and hands-on creating. “Innovation is a team game and the broad skill sets needed often require a combination of technicians, researchers, inventors, developers, artists, lawyers and entrepreneurs,” he says.

Derek Hassay is the RBC Teaching Professor in Entrepreneurial Thinking at Haskayne’s Hunter Centre for Entrepreneurship and Innovation. His approach to teaching is rooted in a strong belief that entrepreneurial thinking is about potential. “Every student needs to understand the particular value they can provide socially, economically and culturally,” he says. Students in the Hunter Centre’s Entrepreneurial Thinking course are given deliberately insufficient resources to solve a problem, and are challenged to imagine infinite possible solutions. “What if every business owner and employee approached problems that way?” Hassay says. “That would change the world.” Hassay’s vision for UCalgary is equally industrious: “We have to create our version of what a leading entrepreneurial university looks like. We can’t emulate what they do elsewhere. This is Calgary — there’s no place like it. We have to create something remarkable that speaks to our economy, for our world.”
Synergistic community partnerships positively impact economic development at home and around the world.

UCalgary partners proudly with leading community and industry organizations to support and drive regional, social and economic development. Fuelled by a network of alumni in Calgary and around the world, it’s the convening power of the university that creates relationships that lead to new ideas, practical solutions and inspiration that benefits society. UCalgary looks to engage communities by:

• Expanding venture competitions to strengthen students’ analytical, communication and presentation skills, and to inspire the development of innovative ideas with tools to turn them into reality.

• Opportunities for entrepreneurs to coach, mentor and share their professional experience and wisdom to benefit aspiring students, faculty and staff entrepreneurs in workshops, seminars and activities on and off campus.

There has been a real awakening in our community to the importance of transforming ourselves into an innovation-driven economy. There’s such a strong drive to move the research that goes on at the university into the real world. Last year, we had 17 teams from UCalgary apply for our student summer company-building program. This year? There were 66.”

Peter Garrett, president, Innovate Calgary
novel models of entrepreneurship

Social innovation enriches community. It changes how we think and behave, and it knocks down barriers that limit to whom we turn for help. Rebecca Sullivan, the director of women’s studies at the University of Calgary and a self-professed “accidental entrepreneur,” is part of a new model of social entrepreneurship that changes how we approach one another in the workplace. With the support of Innovate Calgary, which connected her with a network of branding, marketing and management specialists, Sullivan established Diversity Leads. Her burgeoning business connects her academic research to community. “I saw a need for making my expertise and knowledge accessible to Calgary’s business leaders in a way that would help them find solutions to gender and diversity issues in the workplace,” Sullivan says.

Diversity Leads provides metrics and leadership education for both corporate and non-profit organizations including, most recently, the Calgary Fire Department and Calgary Police Service. Bytander intervention and other such training are designed to increase morale and productivity in the workplace.

catalyst for new ideas

Since 2014, the Energy New Venture Competition, hosted by the UCalgary Hunter Centre for Entrepreneurship and Innovation, has become Canada’s leading early-stage pitch competition dedicated to the advancement of emerging innovations for the energy sector. Open to seed-stage companies, budding entrepreneurs, researchers and students from around the globe, the event offers competitors a comprehensive mentorship and professional training program. In partnership with Innovate Calgary, the event offers students invaluable exposure to a community of more than 200 investors and industry leaders, networking opportunities and the chance to win up to $200,000 in cash and in-kind prizes.

This year, the competition competition will challenge students to pitch solutions for sustainability challenges to community leaders who will evaluate the proposals and provide practical training. Ready for the real world

Fourth-year applied mathematics major Jonah Żełki isn’t waiting until after graduation to engage with the community he’ll soon serve. Żełki is part of Fuse Collective, a student-run organization open to “entrepreneurial-spirited” students keen to engage with industry to solve sustainability challenges. Founded in 2000 with a focus on energy innovation, Fuse seeks out and creates opportunities for students from all disciplines to contribute to problem-solving through a range of energy-related environmental, economic, political and social-behavior challenges. Żełki and his team work with industry leaders and the City of Calgary to offer real-world experiences to students such as, most recently, involvement in brown-site redevelopment.

This year, Fuse’s AB2050 competition will challenge students to pitch solutions for sustainability challenges to community leaders who will evaluate the proposals and provide practical training.

Together, we will connect with our entrepreneurial community.

I help leaders realize that meaningful inclusion is core business. Social innovation is an essential part of a successful entrepreneurial model.” Rebecca Sullivan, professor and director, Women’s Studies Program, Faculty of Arts

“There’s a huge appetite right now for integrated entrepreneurial thinking. Students want to interface with the community early on in our academic lives—we’re building the case for our university to strongly support this kind of change.” Jonah Żełki, fourth-year student, Bachelor of Science, and co-director, Fuse Collective
Students, faculty and the community need a place where entrepreneurial programming, free-range discovery and unpredictable game-changing solutions come alive. Building on the experience of the award-winning Hunter Centre for Entrepreneurship and Innovation in the Haskayne School of Business, UCalgary will create an institutional entrepreneurship and innovation “hub” that will allow for a dynamic exchange of ideas and subject matters, students and mentors, community and faculty. Not embedded in any one faculty, but rather a space where talents, ideas and opportunities are invited in, nurtured and brought to life, the hub will serve as a vibrant nerve centre and support system of innovative activity and community. Faculty-based initiatives and programs will not live on their own, but will benefit from leadership and best practices that can be amplified across campus through resources at the hub. Through this initiative, the University of Calgary plans to build:

• A holistic entrepreneurship hub in the heart of campus for expanded student programs, research and discovery, and community support will serve as a home for the university’s entrepreneurship activities.

• Versatile makerspaces with unique equipment and resources will enable experimentation with materials, prototyping and testing, hands-on exploration and construction, and collaboration between students, faculty and industry experts.

Without a doubt, the heart and home of a leading entrepreneurial university is an inspiring physical space that invites the world in to think, create and innovate.

It has been extremely gratifying to see the transformation that has resulted from the introduction of Entrepreneurial Thinking into the core curriculum at the Haskayne School of Business. It would be very satisfying to see new educational streams like this offered campus-wide. The opportunity to cross-pollinate ideas across disciplines, engage with the business community and distinguish the University of Calgary as a leader in the field of entrepreneurial education, is exciting." Derrick Hunter, MBA’90, donor and community leader
a history of game-changing success

In 2013, after a successful career as a self-taught entrepreneur, Calgary’s Doug Hunter and his wife, Diane, wanted to make things easier for today’s students. Inspired by the idea of an innovative approach to teaching entrepreneurship, the Hunters enabled the establishment of a new Centre for Entrepreneurship and Innovation at the University of Calgary in the Haskayne School of Business with a gift from their family charitable foundation. Only a few years later, the Hunter Centre is recognized globally as an emerging centre of excellence because of its innovative courses and research, RBC Fast Pitch competition, Wayne Henuset Entrepreneurship Speaker Series and overall extraordinary leadership on campus and in the community.

To achieve the next phase of the dream, the University of Calgary understands the need for people, talent and energy to collide in one place, in the heart of campus — a much-needed hub that serves as a home for expanded campus-wide programming.
**Invest in a new student experience/$35M**
- Funds to develop an expanded entrepreneurship curriculum across disciplines and areas such as social entrepreneurship will create options for students looking for course offerings and experiences in entrepreneurship.
- Experiential student-learning, internship and cooperative education opportunities will connect students with business and social entrepreneurs, and offer meaningful learning experiences for all.
- The College of Discovery, Creativity and Innovation will develop hands-on research and collaborative skills for undergraduate students, enabling them to solve complex, multidimensional problems in a mentorship environment.

**Lead in innovation/$25M**
- Seed funds will accelerate student projects and university research with venture potential.
- A critical mass of programmatic chairs, professorships and fellowships will focus on entrepreneurship, creativity and innovation to transform learning experiences across the academy.
- Financial awards for students engaged in entrepreneurial research will attract and retain outstanding undergraduate and graduate scholars from around the world.

**Enable the academy to lead in innovation/$25M**
- Expanded venture competitions will strengthen students’ analytical, communication and presentation skills, and inspire the development of innovative ideas.
- Opportunities for entrepreneurs to coach, mentor and share their wisdom will benefit aspiring students, faculty and staff entrepreneurs in workshops, seminars, and activities on and off campus.

**Build a new purpose-built home/$25M**
- A holistic entrepreneurship hub in the heart of campus for student programs, research and discovery, and community support will serve as a home for the university’s entrepreneurship activities.
- Versatile makerspaces with unique equipment and resources will enable experimentation with materials, prototyping and testing, hands-on exploration and construction, and collaboration between students, faculty and industry experts.

**Advance UCalgary’s entrepreneurial ecosystem to educate leaders for a new economy.**

**Create a community of entrepreneurs/$15M**
- Expanded venture competitions will strengthen students’ analytical, communication and presentation skills, and inspire the development of innovative ideas.
- Opportunities for entrepreneurs to coach, mentor and share their wisdom will benefit aspiring students, faculty and staff entrepreneurs in workshops, seminars, and activities on and off campus.

**Enable the academy to lead in innovation/$25M**
- Seed funds will accelerate student projects and university research with venture potential.
- A critical mass of programmatic chairs, professorships and fellowships will focus on entrepreneurship, creativity and innovation to transform learning experiences across the academy.
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**Build a new purpose-built home/$25M**
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- Versatile makerspaces with unique equipment and resources will enable experimentation with materials, prototyping and testing, hands-on exploration and construction, and collaboration between students, faculty and industry experts.
Join us to support entrepreneurial thinking to drive discovery, creativity and innovation.

With your investment, we can empower students and faculty with the knowledge, network and space to turn ideas into solutions that will transform the world. We can build a campus community that will enable purposeful hands-on learning, cultivate revolutionary teaching and, ultimately, define entrepreneurial thinking in every field.

Your support will help ignite the minds of tomorrow’s business, thought and community leaders; enable innovation; strengthen community ties; and build a vibrant hub that will allow for a dynamic exchange of ideas and solutions.

Thank you for helping to shape UCalgary into the most entrepreneurial university in Canada’s most enterprising city.

When you combine your energy with ours, anything is possible.

Together, we will inspire entrepreneurial thinking to change the world.