



HUNTER HUB FOR ENTREPRENEURIAL THINKING

2021- 22

IMPACT
REPORT



Letter from Executive Director

On behalf of the Hunter Hub for Entrepreneurial thinking, it's my pleasure to present the 2021-22 Impact Report.

This document is a comprehensive look back at 2021-22 and our successes in meeting strategic goals and priorities, while also reflecting on the year's challenges. This past year, the Hunter Hub doubled down on its three-pillar mandate of cultivating and supporting change-makers through programming, connecting and building community, and amplifying our change-makers' stories and impacts.

If you are an innovator at UCalgary, the Hunter Hub has multiple programs ready to further challenge and equip you with skills. From Map the System (systems change) and the Hunter Hub Solutions Lab (innovation challenge) to Launchpad (prototyping and building projects) and TENET i2c (research-based startups), the variety of options allows all members from

our 14 faculties to participate and develop their talents. Innovators are also supported by the growing number of innovation programs, awards/fellowships, and organizations at UCalgary and beyond. Arguably, there has never been a better time to be a change-maker at UCalgary.

Nationally, the Hunter Hub launched Experience Ventures in July 2021, a unique talent program equipping students with entrepreneurial thinking skills via experiential learning placements in innovation communities. Along with our UCalgary partners and nine post-secondary partners across Canada, over 2,000 paid student placements were completed coast-to-coast by March 2022. The success of the first-year pilot resulted in the program being refunded for \$8M over two additional years, enabling it to grow its impact with an additional 4,000 placements.

Going forward, we are excited to welcome new and returning students and community members on campus in the fall. We are especially thrilled to officially open the new Hunter Student Commons building in October 2022. The new Hunter Hub location will be a key collision space connecting and growing UCalgary's innovation ecosystem.

To our community – thank you for your ideas, engagement, and support this past year! On behalf of the Hunter Hub team, we look forward to meeting many of you in person soon and continuing to build UCalgary-led ingenuity together.

All the best,

Keri Damen,
Executive Director



UNIVERSITY OF CALGARY
Hunter Hub for Entrepreneurial Thinking

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Entrepreneurial Thinking Week



During March 28 to April 1, 2022, this week-long celebration of entrepreneurial thinking and innovation at UCalgary was an opportunity for participants to join our community of innovators for a week of celebrations and to see what they are starting.

The inaugural Entrepreneurial Thinking Week featured four unique events showcasing top innovators in social, technology and health innovation across all disciplines, alongside panel discussions with innovators and community leaders.

COMMUNITY BUILDING



Experience Ventures

A national program aimed at empowering students to be future ready change-makers and giving growing companies access to early talent with the right mindset.



Map the System

A one-of-a-kind interdisciplinary challenge that requires participants to use a systems-thinking approach to demonstrate a deep understanding of a pressing social or environmental challenge.



Liftoff! Pitch Competition

The Liftoff! pitch competition was the peak of six months of experiential learning and new venture development. The top eight teams that demonstrated creativity and dedication to developing their entrepreneurial venture were invited to pitch their project concepts live to a panel of judges for a chance to win a first-place prize of \$5,000.



TENET i2c

The TENET i2c program provided funding and training to University of Calgary researchers, clinicians, postdocs, graduate students and staff to transform their health research into a commercial product or service.

EXPLORE

Canadian Innovation Week

Held in May 2022, UCalgary celebrated Canadian Innovation week, an initiative of the Rideau Hall Foundation to recognize, support and share stories of inspiring innovators and innovations. Each day of the week featured a different theme showcasing exceptional young innovators who are changing the world with their knowledge, passion and creative thinking.

CO-CURRICULAR & TALENT PROGRAMS



Hunter Hub Solutions Lab

Newly created by the Hunter Hub for Entrepreneurial Thinking, the Hunter Hub Solutions Labs is a series to capture the growing interest and passion students have for solving key societal issues and reaching important sustainable development goals.

ZERO WASTE CHALLENGE

Hosted in May 2022, the Zero Waste Challenge saw undergrads, graduate students and post-doctoral scholars from 10 faculties gather virtually to help solve a problem at the University of Calgary: how to reach the ambitious goals of becoming a zero-waste campus by 2030.

This three-day virtual event, led by the Hunter Hub for Entrepreneurial Thinking, in partnership with the Office of Sustainability, Facilities Management and the Sustainable Energy Development program, had students working in 27 teams to create solutions that would meet the objectives of the Zero Waste Strategy. Teams were asked to develop a feasible project idea, outline the plan for its execution and present their solution to a panel of judges. With the financial support from Coca Cola, the Zero Waste Challenge was able to award a pool prize of \$3,000 to the four winning proposal projects.

RESILIENT FOOD SYSTEMS

In October 2021, in celebration of UCalgary Entrepreneurial Thinking Week and Sustainability Week, the Hunter Hub for Entrepreneurial thinking in partnership with the Office of Sustainability presented Hunter Hub Solutions Lab: Resilient Food Systems Challenge. This challenge, funded in part by Experience Ventures, invited UCalgary students to participate in developing innovative, sustainability-focused solutions to a challenge being faced by communities across Alberta and beyond.

This five-week challenge saw students participate in workshops and feedback sessions from internal and external community members that guided students as they developed a comprehensive presentation for the solution they were proposing. The challenge concluded with students presenting their solutions in a 5-minute pitch style format before a panel of judges. The winning team secured \$1,000, while the first and second runner-up received \$500 and \$250, respectively.

FOUR WINNING IDEAS

- Creation of Zero Waste education app to better inform on waste management best practices.
- Reduce paper usage on campus by transitioning to online mid-terms and final exams.
- Covert the MacEwan Student Centre's food court to a waste free dining experience.
- Develop an online web platform to facilitate a buy-and-sell website and skills lab of used donated medical equipment.

ENGAGE

Map the System

Students at the University of Calgary and beyond explored an issue that mattered to them and shared their findings through Map the System, hosted by the Skoll Centre for Social Entrepreneurship at the University of Oxford, a one-of-a-kind interdisciplinary challenge that requires participants to use a systems-thinking approach to demonstrate the deep understanding of a pressing social or environmental challenge.

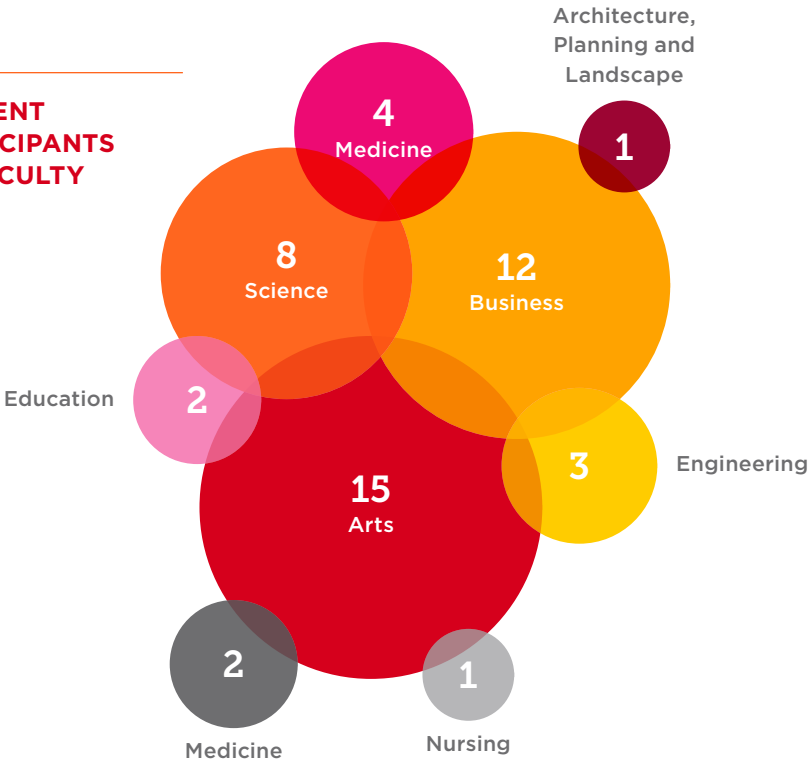
During the 2021-2022 competition, 33 students from seven faculties across campus used systems thinking to research and delved deep into an environmental or social challenge during the three-month program.

Students learned new innovation skills and connected with socially conscious students, researchers, and practitioners from across Canada while also bolstering their resumes. They connected with socially conscious students, researchers and practitioners from across UCalgary and Canada.

The program included weekly coached workshops on research, system mapping, storytelling and communication, human-centred design, mapping information systems and presentation skills.

Map the System goes beyond a pitch competition to be an opportunity for participants to learn more about process and understanding a challenge they care about. Through this competition, students gained knowledge about entrepreneurial skills by being impactful and thinking critically beyond solutions driven outcomes by taking the time to understand and build upon existing efforts before attempting a new venture.

STUDENT PARTICIPANTS BY FACULTY



28

Undergraduate students

18

Graduate students

1

Post-doctoral student

2

Community organization students

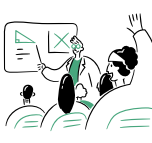
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Workshops

Experience Ventures



Students develop entrepreneurial thinking skills, collaborating alongside real-world innovators



Ventures connect student talent to the local innovation economy



Schools facilitate connections between students and ventures

Experience Ventures, a nationwide program powered by the Hunter Hub for Entrepreneurial Thinking at the University of Calgary, provides experiential learning opportunities that focus on helping post-secondary students develop transferrable skills through entrepreneurial thinking placements.

With the completion of the first pilot year of Experience Ventures, the program is set to continue with more student placements and post-secondary partners from across Canada. By participating in an entrepreneurial thinking placement, students gain an invaluable skillset and a chance to make an impact in their communities while learning from real-world innovators.

An entrepreneurial thinking placement is a structured, short-term opportunity (with honorarium) with a startup or social venture that empowers students to develop and apply entrepreneurial

thinking skills aimed at making them future ready. Experience Ventures offers different opportunities with real impact through flexible placements including hackathons, challenges, projects, student-in-residence programs, and interdisciplinary team projects.

For startups and social ventures, identifying the right early talent and the right mindset is a priority. Experience Ventures works with ventures to create the opportunity to engage and connect students to the local innovation network while planning for the future, knowing the ventures have the right talent to power their growth.

Experience Ventures offers a unique opportunity for students to develop critical skills that will enable them to confidently start their careers.



2.0k

ENTREPRENEURIAL THINKING PLACEMENTS

11

PARTICIPATING POST-SECONDARY SCHOOLS BY MARCH 2022

5

KEY ENTREPRENEURIAL THINKING SKILLS: RESILIENCY, OPPORTUNITY RECOGNITION, ACTION ORIENTATION, RISK MANAGEMENT, SYSTEMS THINKING AND/OR TRANS-DISCIPLINARY THINKING

Experience Ventures across Canada and at UCalgary

Through partnerships with post-secondary institutions nationwide, Experience Ventures facilitated over 2,000 entrepreneurial thinking placements, with over 170 placements for students at UCalgary over the span of six months.

Programs supported by Experience Ventures at UCalgary included:

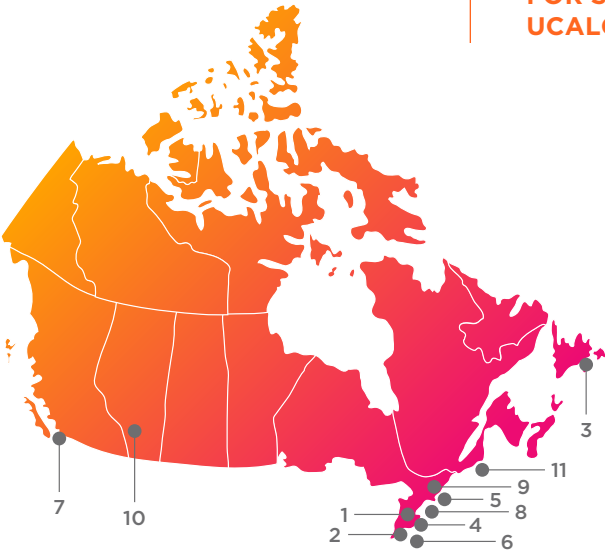
- Hunter Hub Solutions Lab in partnership with the Office of Sustainability
- Innovate Calgary's e2i program
- Ward of the 21st Century (W21C) projects
- Experience Ventures National Hackathon: Focus on Wellness

EXPERIENCE VENTURES NATIONAL HACKATHON

In March 2022, over 150 students from across Canada came together virtually to participate in the inaugural Experience Ventures National Hackathon. The focus of this hackathon challenged students to develop solutions that post-secondary institutions could implement to improve wellness for students on campus. This hackathon saw students learn about the principles of wellness while meeting their peers and Canada's leading wellness-focused ventures. With coaches and judges helping students connect directly to their local innovation communities, the finale saw three teams pitch for over \$5,000 in prizes.

76%
OF STUDENTS WHO COMPLETED THE
EXPERIENCE VENTURES NATIONAL HACKATHON
AT UCALGARY WERE ENROLLED IN THE
FACULTY OF ARTS

170+
ENTREPRENEURIAL THINKING PLACEMENTS
FOR STUDENTS AT UCALGARY



This project is funded in part by the Government of Canada's Innovative Work-Integrated Learning Initiative



OUR PARTNERS

1. Humber College
2. McMaster University
3. Memorial University of Newfoundland
4. Ontario Tech University
5. Queen's University
6. Toronto Metropolitan University
7. Simon Fraser University
8. York University
9. University of Ottawa
10. University of Calgary
11. Université de Sherbrooke



Embedded Certificate in Entrepreneurial Thinking

Entrepreneurial thinking is about finding problems worth solving and creating impact. It's a way of creating value for others, inspiring change, finding solutions and achieving goals. The embedded certificate in Entrepreneurial Thinking (ECET) provides undergraduate students from degree paths across the "UCalgary campus with an entrepreneurial thinking toolkit.

As defined by the *Eyes High Strategy*, entrepreneurial thinking is "being creative in finding innovative solutions. It involves taking initiative, exchanging knowledge across disciplines, being resourceful, and learning from experience. Entrepreneurial thinking is essential to enriching lives and advancing society."

The Embedded Certificate in Entrepreneurial Thinking is a partnership between the Haskayne School of Business and the Hunter Hub for Entrepreneurial Thinking to provide undergraduate students from degree paths across UCalgary with an entrepreneurial thinking toolkit: the knowledge, experience, mentorship, and capstone project support to make an impact.

HUNTER HUB BENEFITS

Students enrolled in the ECET receive support from the Hunter Hub throughout their journey - kept in the loop of relevant resources, given invitations to events throughout the program and tailored assistance for the capstone course to the student's specific interests.

As part of the capstone project, students select from a range of support available from the Hunter Hub, including options such as dedicated coaching to support idea development, project funding to cover eligible expenses for prototyping and communications materials, or attending events specifically designed for ECET student interests.

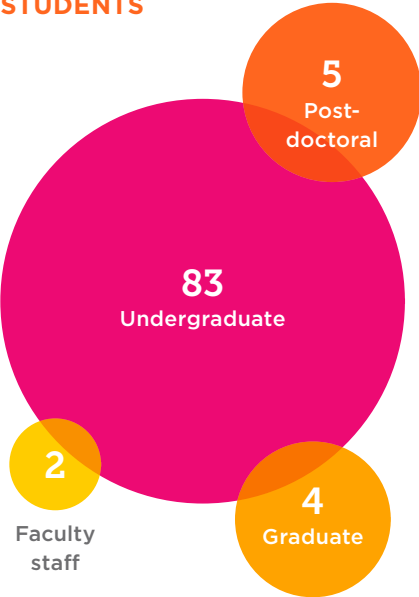
Launchpad

Launchpad is a six-month, co-curricular program, aiming to build entrepreneurial thinking skills in undergraduates and graduate students, post-docs, and researchers from every faculty at the University of Calgary. Individuals and teams with a social venture or startup idea are encouraged to apply for the program in September each year. Through a series of weekly presentations (Launchpad Live) alongside workshops with coaches, an interactive online learning system, and a final pitch competition, participants can hone their entrepreneurial skills to make an impact in their respective industries and fields of study.

The Launchpad program teams are supported with additional relevant workshops after each Launchpad Live weekly event and a dedicated coach to help create their Entrepreneurial Journey Plan containing the key deliverables they will build throughout the course.

- Participants focus on skill building and learning entrepreneurial thinking skills.
- Receive up to \$1,000 in project funding to support startup costs.
- Launchpad culminates in the Liftoff! pitch competition, with over \$20K in prizes.

LAUNCHPAD
PARTICIPATING STUDENTS



Six faculties represented

- Engineering
- Science
- Business
- Medicine
- Arts
- Education



67
PARTICIPANTS COMPLETED THE PROGRAM

27
TEAMS

18
WORKSHOPS

18
ONLINE SPEAKER PRESENTATIONS

Liftoff! Competition Winners

During April 2022, students and researchers from the University of Calgary took to the virtual stage to present their innovative startup ideas at the second annual Launchpad Liftoff Competition hosted by the Hunter Hub for Entrepreneurial Thinking, in partnership with the Schulich School of Engineering. Concepts ranged from improving health and wellness to bettering travel experiences to addressing environmental sustainability.

Liftoff! Competition
7 finalist teams representing different faculties participated and won awards of \$5,000 (top prize), \$2,000 (people's choice) and up to \$7,000 in team and individual prizes.



NEOCYCLE
GRAND PRIZE WINNER

ZOHRBS
PEOPLE'S CHOICE

\$25k
PRIZES AVAILABLE

TENET i2c

The TENET i2c program provides funding and training to University of Calgary researchers, clinicians, postdocs, graduate students, and staff to transform their health research into a commercial product or service.

Participants received entrepreneurial training and coaching from the Hunter Hub and were matched with mentors from the greater innovation community. These resources equipped participants with the knowledge and skills to pitch their ideas at a final competition at Inventures for a chance to win up to \$100,000 to commercialize their product.

Presenting in front of a panel of judges, Liminality Innovations, a provider of healthcare quality management solutions in maternal and newborn care, was the grand prize winner during the September 2021 pitch competition.

The top seven startups that pitched at the TENET i2c competition, in addition to Liminality, put their entrepreneurial ideas into action and provided solutions for the future in the healthcare sector.

Alethea Medical, an AI and eConsult platform that helps physicians help patients better, through faster access to specialist advice.

Creative Protein Solutions Inc., which has developed a novel diagnostic platform to detect markers of infectious and chronic diseases in clinical samples.

Deep Surface AI's mission is to empower better facial cosmetic surgery decision-making with software that generates 3D, AI-driven visualizations of the aesthetic possibilities best suited to each patient.

Illucidx endeavours to enable access to diagnostic technologies across the globe to improve patient outcomes, with diagnostic platforms currently focused on detecting malaria and COVID-19.

MOVE Improve, a novel digital platform that empowers and challenges people to actively and meaningfully engage, review, and evaluate themselves or their peers in order to master skills. MOVE Improve is the flagship product of Savvy Knowledge Corporation.

OrigamAI supports health-care professionals, departments, and hospitals to reduce the lasting effects of psychological trauma and other negative mental health outcomes for staff, while positively impacting culture and performance.

Wave View Imaging is developing a new breast imaging technology providing breast health information, at the point of care, without discomfort.

TENET i2c is led by the Hunter Hub for Entrepreneurial Thinking and is made possible thanks to a generous donation from Ken Moore, former president of TENET Biomedical Engineering (1994-2011).

REHAB i2c

What happens when you combine the passion of helping others in need with cutting-edge innovation, business training, and mentorship support? Startups from right here at home are thinking big and building solutions that can improve the quality of life for Albertans and beyond.

REHAB i2c is an Alberta-wide program and live pitch competition designed to accelerate the growth of early-stage startups in the rehabilitation health field by providing essential resources, training and mentorship. REHAB i2c is led by the Hunter Hub for Entrepreneurial Thinking in partnership with the Glenrose Rehabilitation Research Innovation & Technology (GRRIT) Hub at the Glenrose Rehabilitation Hospital.



Cannon Lachapelle Award in Entrepreneurial Thinking

Students at the University of Calgary continue to embody ingenuity and entrepreneurial thinking in their studies and activities, even when faced with a global pandemic and remote learning, as evidenced in the 2021 applications for Cannon Lachapelle Award in Entrepreneurial Thinking.

The award was created in 2019 with a generous donation from Dr. M. Elizabeth Cannon, PhD, and Dr. Gérard Lachapelle, PhD, with the aim of supporting the future of UCalgary undergraduate students by incorporating entrepreneurial thinking in their education experiences.

Since then, successful applicants have demonstrated creativity and innovation in new ways of doing, helping and thinking, and of supporting the UCalgary campus community and beyond. Many have showcased their leadership and interdisciplinary skills as they develop a business venture or social enterprise. For their efforts, each recipient receives \$10,000 to support their entrepreneurial and academic efforts.

The recipients of the 2021 award went to Anita Malekian, third year student in the Schulich School for Engineering, majoring in mechanical engineering with a minor in energy and environment, along with Mina Mina, fourth year student in the Schulich School for Engineering, majoring in mechanical engineering with a biomedical engineering specialization.

This year's recipients were selected by a team of faculty adjudicators, led by Dr. Alice de Koning, PhD, the academic director for the Hunter Hub.

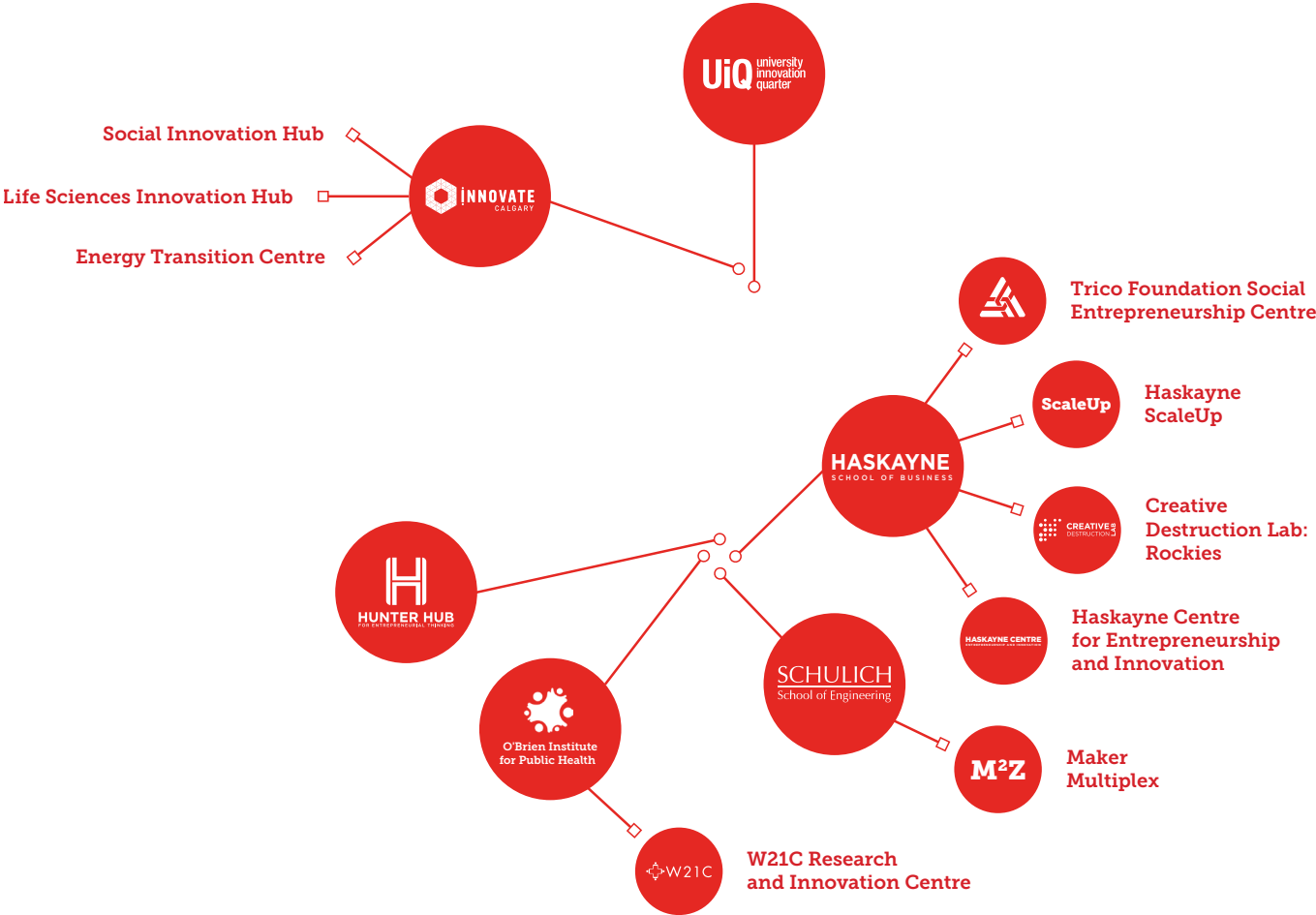


ANITA MALEKIAN
Schulich School
for Engineering,
Cannon Lachapelle
Award Winner



MINA MINA
Schulich School
for Engineering,
Cannon Lachapelle
Award Winner

UCalgary Innovation Community



UCalgary Council on Innovation and Entrepreneurial Leadership



Derrick Hunter
President & CEO,
Bluesky Equities
Co-Chair



Dr. William Ghali
Vice-President
Research, University
of Calgary
Co-Chair



Douglas Hunter
Trustee of the Hunter
Family Foundation and
Chairman of Bluesky
Equities Ltd.



Cameron Walker
Former VP/GM, North
America, Icebreaker



Cara Wolf
Founder & CEO,
Ammolite Analytix



Dr. T. Chen Fong
Professor Emeritus,
Faculty of Medicine,
University of Calgary



Deborah Yedlin
Chancellor Emerita,
University of Calgary



Don Archibald
President,
Cypress Capital



George "Buzz" Kenney
Co-founder &
President,
EntraTympanic LLC



Laura Buhler
Executive Director,
C100



Leighton Healey
CEO & Co-Founder,
KnowHow



Mark Blackwell
Partner, Builders VC



Dr. Sarah Lubik
Director of
Entrepreneurship,
Simon Fraser University



Stewart McTavish
Chief Platform Officer,
DeepTech Labs



Valerie Fox
Chief Innovation
Consultant,
Pivotal Point

PARTNERSHIPS

ECOSYSTEM

CIEL

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