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23

HUNTER HUB FOR ENTREPRENEURIAL THINKING

IMPACT
REPORT

UNIVERSITY OF CALGARY
Hunter Hub for Entrepreneurial Thinking

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History and vision

Created with a transformative gift from the Hunter Family Foundation in 2017, the Hunter Hub for Entrepreneurial Thinking is UCalgary's community innovation hub that transforms lives and economies through fostering entrepreneurial thinking in students, faculty, and the community.

Our vision is to cultivate the growth of the entrepreneurial spirit at UCalgary and beyond, using entrepreneurial thinking as a toolkit to transform the lives of Canadians and effect positive change in the Canadian economy. We want to see entrepreneurial thinking used by leaders and in organizations across the country, enacting ingenuity at every level—allowing early-stage ventures to grow and established organizations to adapt and innovate to thrive in an ever-changing world. By instilling entrepreneurial thinking in students, researchers, and the community—we help our community advance in their careers while also helping to bolster the Canadian workforce by creating future-ready leaders and doers.

**HUNTER HUB'S
THREE PILLARS**

1. We cultivate and support changemakers
2. We connect and build community
3. We amplify stories and impact

Message from Executive Director

Welcome to the Hunter Hub for Entrepreneurial Thinking's 2022-23 Impact Report. These pages reflect on achieved accomplishments and a comprehensive look back at the past year, highlighting the successes at meeting strategic goals and priorities. We are a community hub for activities that support entrepreneurial student experiences and enable faculty to lead in innovation through expanding a growing community of entrepreneurial and innovative thinkers.

The Hunter Hub for Entrepreneurial Thinking was founded in 2017 with a $40 million donation from the Hunter Family Foundation, marking one of the most significant donations in the University of Calgary's history. The Hunters hope that every student who graduates from the University of Calgary will have been exposed to entrepreneurial thinking in some form. The Hunter Hub for Entrepreneurial Thinking is a testament to the power of entrepreneurship and is dedicated to making a lasting impact on the University of Calgary and beyond.

October 2022 marked the next step for the Hunter Hub for Entrepreneurial Thinking, by moving into our permanent home on the fourth floor of the newly constructed Hunter Student Commons, located in the heart of UCalgary's campus. With this new space, our team hopes to

further create meaningful connections and elevate the student experience through programming and events.

While our focus is operationalising and facilitating programming at the Hunter Hub, we know great success isn't achieved without a strong team of creative and innovative individuals. Our continued journey in building out our team has allowed us to bring new energy to the Hunter Hub and create meaningful foundations for our programs and resources to flourish.

Our variety of programs (Experience Ventures, Launchpad, Embedded Certificate in Entrepreneurial Thinking, and Map the System) allowed us to provide students from all disciplines and degree paths opportunities to learn more about applying innovation and entrepreneurialism to their futures. This led to the success of the UCalgary Map the System winners being recognized as top four in Canada and being invited to attend the national competition in Oxford, England. A significant milestone in marking the first time a UCalgary team has reached this stage since beginning to participate in the program.

Nationally, our Experience Ventures program provides experiential learning opportunities that focus on helping post-secondary students develop transferrable skills

through entrepreneurial thinking placements. With partners at 11 post-secondaries across Canada, 3,800 entrepreneurial thinking placements were completed by March 2023. In the coming year, we will continue to grow our impact and see the facilitation of additional placements, enabling students to become future-ready.

It is essential to take a moment to pause and reflect on the accomplishments of the past year. There is much for the Hunter Hub to be proud of. Now, we continue to build on the success achieved and ensure that we work to support a creative and innovative future.

The accomplishments in this Impact Report are a testament to our dedication to our vision. Thank you to the community for your engagement and support, we look forward to continuing to build innovation and ingenuity for the future together.

All the best,

Adam Cragg,
Acting Executive Director
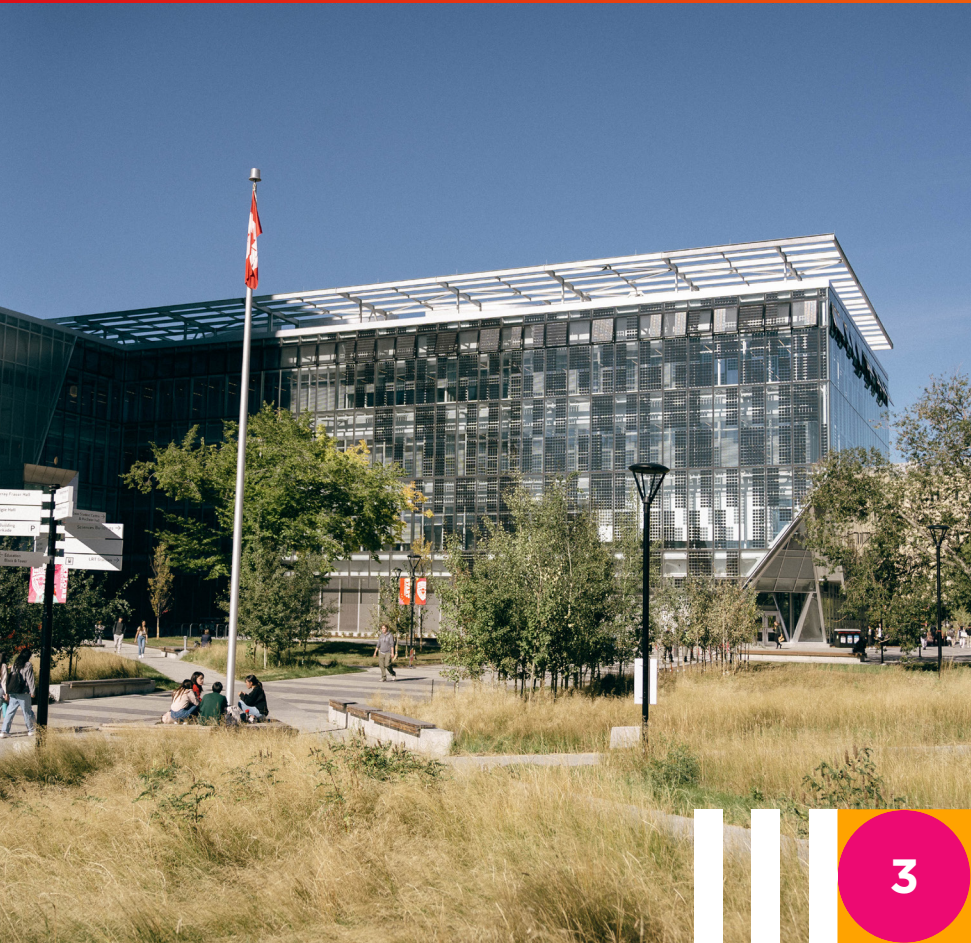
Executive Director

WHAT WE DO

The Executive Director is responsible for the overall leadership and management of the Hunter Hub for Entrepreneurial Thinking and ensures programs and services are delivered efficiently and effectively. The Executive Director oversees the administration of fundraising and business operations, as well as providing professional development to a talent and committed staff.

The Office of the Executive Director bridges the strategic direction of the University of Calgary to its operational activities. University direction, strategic goals, innovation ecosystem goals and stakeholder interests are all considered.

CORE FUNCTIONS

- Overall management of day-to-day delivery of Hunter Hub programs and services
- Implement strategic direction and plans
- Communication link between senior leadership and Hunter Hub staff
- Support to UCalgary Innovation Ecosystem and beyond
- Culture setting
- Issues management

Operations

WHAT WE DO

The Operations team is responsible for undertaking ongoing activities that are required for Hunter Hub programming and services, as well as overseeing process improvement and quality assurance. The Operations team is a pivotal part to ensuring the business of the Hunter Hub is executed and analyzed for efficiency and effectiveness.

EVENTS AND FACILITIES

Responsible for planning, operations, and maintenance of the Hunter Hub office and events space. This team works to book our facility space while identifying opportunities to support stakeholder engagement through attracting internal and external users to our space to host events.

73
EXTERNAL EVENTS HOSTED

2000+
IN ATTENDANCE FOR COLLISION SPACE EVENT BOOKINGS

30,184 sqft
MODERN FACILITY

6 Meeting rooms
4 Cabanas
3 Private phone booths
2 Dedicated staff office areas
1 Event space

Marketing and Comms

WHAT WE DO

The Marketing and Communications team focuses on keeping students, faculty, staff, and ventures informed about programming and initiatives supported by the Hunter Hub. This team works to amplify the accomplishments the Hunter Hub and university innovation ecosystem through creative visuals and strong storytelling.

6
UTODAY STORIES ISSUED

39,686
VIEWERS REACHED ON SOCIAL MEDIA (VIDEO)

16,686 Instagram
4,500 YouTube
18,500 Facebook

6,686
FOLLOWERS COMBINED ON HUNTER HUB SOCIAL MEDIA

1,651 Instagram
2,780 LinkedIn
1,708 Twitter
547 Facebook

1,458
NEWSLETTER SUBSCRIBERS

42
NEWSLETTERS SENT

6

Programming

WHAT WE DO

The Programming team delivers and promotes programs which encourage entrepreneurial thinking across the University of Calgary and Canada. We host an ongoing series of unique and experiential learning programs, workshops and challenges for students, faculty and beyond.

Experience Ventures

Experience Ventures, a nationwide program powered by the Hunter Hub for Entrepreneurial Thinking at the University of Calgary, provides post-secondary students with experiential learning opportunities through entrepreneurial thinking placements that help students develop critical skills that will enable them to become future ready.

An entrepreneurial thinking placement is a structured, short-term opportunity (with honorarium) with an organization that has partnered with a student's school. The goal is to empower students to develop and apply entrepreneurial thinking skills. Experience Ventures offers five types of placements that allow students and local innovators to connect. These placements include hackathons, challenges, projects, student-in-residence, placements, and interdisciplinary team projects.

Through partnerships with post-secondary institutions across Canada, Experience Ventures offers a unique opportunity to create a connection between school and the new world of work. Students experience innovation first-hand and learn how to apply its principles to their careers. Ventures have a chance to connect with future talent to help them power their growth.

Experience Ventures is funded in part by the Government of Canada's Innovative Work-Integrated Learning Initiative.

3,842
ENTREPRENEURIAL THINKING PLACEMENTS ACROSS CANADA BY MARCH 2023

149
ENTREPRENEURIAL THINKING PLACEMENTS AT UCALGARY BY MARCH 2023

12
PARTICIPATING POST-SECONDARY SCHOOLS BY MARCH 2023

PROGRAMS SUPPORTED BY EXPERIENCE VENTURES AT UCALGARY:
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

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

Experience Ventures National Hackathon

In March 2023, over 70 students nationwide came together virtually to participate in the second annual Experience Ventures National Hackathon. Students fostered entrepreneurial thinking skills and engaged with local ventures and community members to develop practical solutions that post-secondary institutions could implement to improve food security for students on campus. This hackathon promoted collaboration, taking initiative, and creative problem-solving, all key tenets of entrepreneurial thinking. The finale saw the top three teams pitch for over $5,000 in prizes.
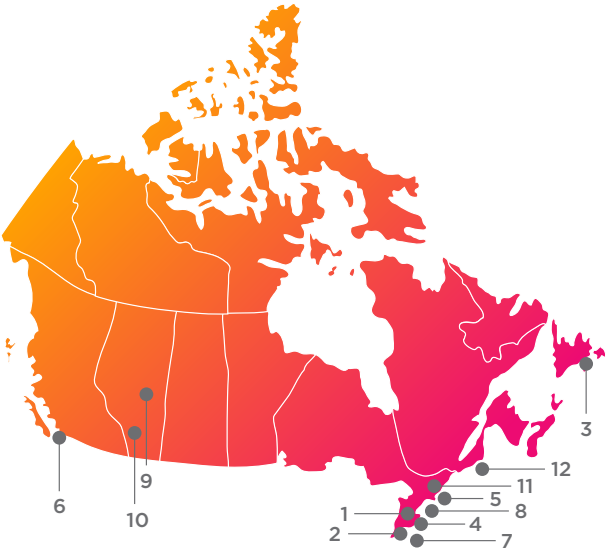
PARTICIPANT TESTIMONIAL

"The program has taught me the importance of taking a holistic and interdisciplinary approach to problem-solving and has inspired me to pursue innovative solutions to complex challenges. Moving forward, I plan to continue seeking out experiential learning opportunities and working on projects that have a positive impact on society. I believe that this approach will not only enhance my skills and knowledge but also give me a more well-rounded perspective that is critical to addressing complex challenges."
– Experience Ventures
   student respondent

OVER 40%
OF EXPERIENCE VENTURES PLACEMENTS SERVED STUDENTS WHO IDENTIFIED AS BEING PART OF AN UNDER-REPRESENTED POPULATION

600+
VENTURES ENGAGED IN HOSTING PLACEMENTS AND CONNECTING STUDENTS TO THEIR LOCAL INNOVATION COMMUNITIES.
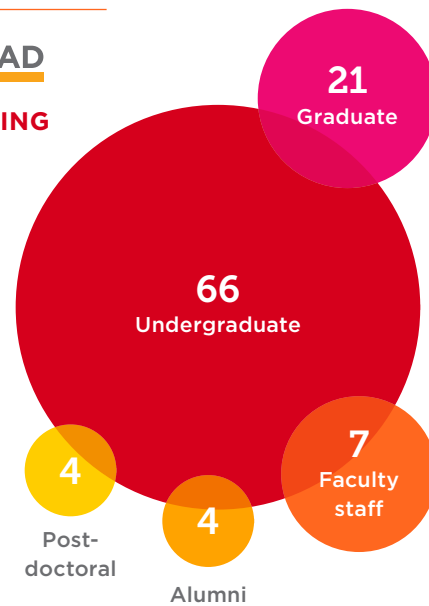
PARTNER NETWORK

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

LAUNCHPAD

PARTICIPATING STUDENTS

- 21 Graduate
- 66 Undergraduate
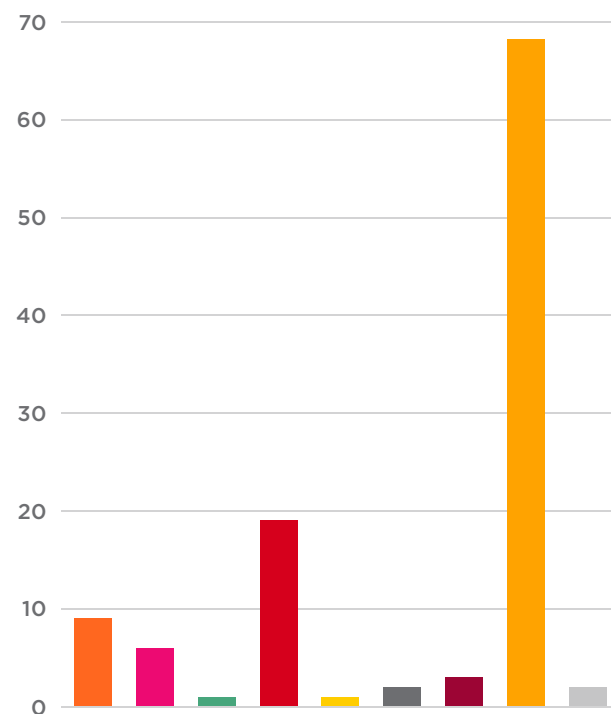- 4 Post-doctoral
- 4 Alumni
- 7 Faculty staff

Launchpad

The Hunter Hub's flagship program, Launchpad, grants students and post-docs from all faculties and departments across campus the opportunity to become founders and changemakers in their fields. Through a series of weekly presentations (Launchpad Live) alongside workshops with coaches, an interactive online learning system, and a final pitch competition (Launchpad Liftoff! Competition) in March, participants can hone their entrepreneurial skills to make an impact in their respective industries and fields of study.

FACULTIES REPRESENTED

- 🟧 Cumming School of Medicine
- 🟪 Haskayne School of Business
- 🟩 Faculty of Arts
- 🟥 Faculty of Graduate Studies
- 🟨 Faculty of Law
- ⬛ Faculty of Social Work
- 🟫 School of Architecture, Planning and Landscape
- 🟧 Schulich School of Engineering
- ⬜ Werklund School of Education

102
PARTICIPANTS COMPLETED THE PROGRAM

10
FACULTIES REPRESENTED

28
TEAMS

16
WORKSHOPS

16
ONLINE SPEAKER PRESENTATIONS

84
HOURS OF COACHING

Launchpad Liftoff! Competition

The Launchpad Liftoff! Competition represents the culmination of six months of learning and venture development completed by a diverse group of students from across UCalgary who are enrolled in the Launchpad program. The top eight teams that demonstrated exceptional creativity and dedication to developing their entrepreneurial venture were invited to pitch their venture concepts live to a panel of judges for a chance to win a first-place prize of $5,000, $1,000 People's Choice, and $8,000 in team and individual prizes. This final experience is designed to help teams commit to their ventures and connect with relevant supporters who can help them take their next steps.

AUTOSOLES
GRAND PRIZE WINNER

EQUUSENSE
PEOPLE'S CHOICE

130+
applicants for the Launchpad Program

62%
were undergraduate students

12

13

Embedded Certificate in Entrepreneurial Thinking

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

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, and attending events specifically designed for the Embedded Certificate in Entrepreneurial Thinking student interests.

28
STUDENTS REGISTERED

FACULTIES REPRESENTED

- Haskayne School of Business
- Faculty of Science
- Faculty of Arts
- Schulich School of Engineering

Hunter Hub Solutions Lab

Running several times throughout a year, the Hunter Hub Solutions Lab is a unique future-skills building program that invites UCalgary students to participate in developing innovative solutions to a local or regional challenge.

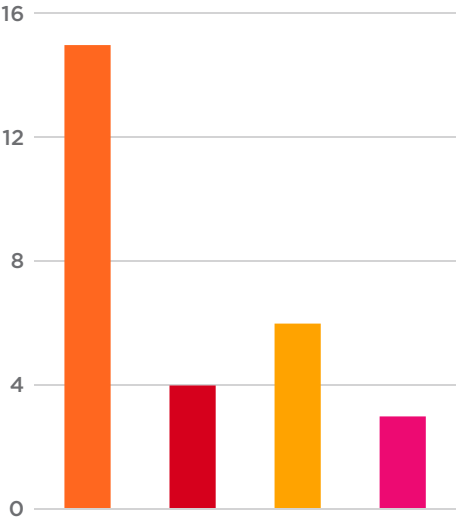### CLIMATE CHANGE SOLUTIONS FOR SOUTHERN ALBERTA

In celebration of Sustainability Week (October 24 – 28, 2022), the Hunter Hub for Entrepreneurial Thinking, in partnership with the Office of Sustainability, presented Hunter Hub Solutions Lab: Climate change solutions for Southern Alberta. Students were challenged to develop an impactful and feasible project idea with clearly defined steps for implementation, that if executed would create climate change solutions for Southern Alberta.

The challenge concluded with students presenting their solutions in an online five-minute pitch style format before a panel of judges.
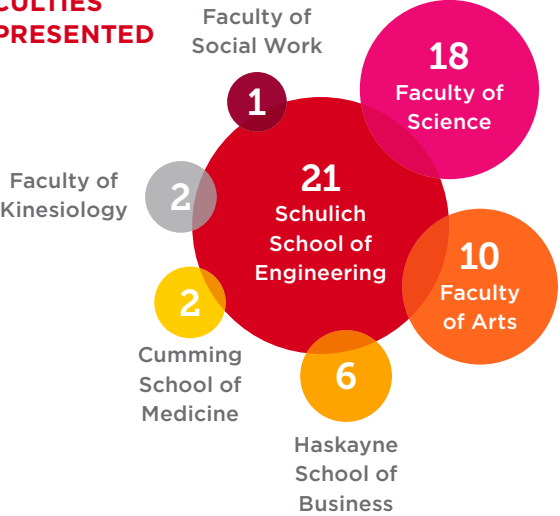
FACULTIES REPRESENTED

- Faculty of Social Work — 1
- Faculty of Kinesiology — 2
- Cumming School of Medicine — 2
- Haskayne School of Business — 6
- Schulich School of Engineering — 21
- Faculty of Science — 18
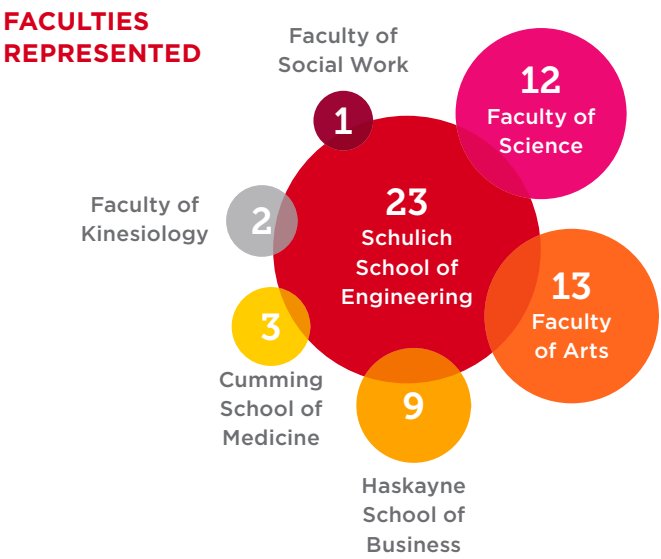- Faculty of Arts — 10

14

15

Hunter Hub Solutions Lab

SOCIAL ISOLATION IN THE CALGARY AREA

As the Winter 2023 term came to a close, the Hunter Hub for Entrepreneurial Thinking presented Hunter Hub Solutions Lab: Addressing social isolation in the Calgary area. This three-week challenge pushed students to develop an impactful and feasible project idea that, if executed, would address the real-world issue of social isolation in the Calgary area. The assigned student teams submitted five-minute pitches via online videos for a panel of judges to assess. The challenge concluded with a finale, where the three winning teams were announced.

FACULTIES REPRESENTED

- 12 Faculty of Science
- 1 Faculty of Social Work
- 2 Faculty of Kinesiology
- 23 Schulich School of Engineering
- 13 Faculty of Arts
- 3 Cumming School of Medicine
- 9 Haskayne School of Business

Hunter Hub staff gives presentation in hybrid format

119 STUDENT PARTICIPANTS

4 SPEAKERS

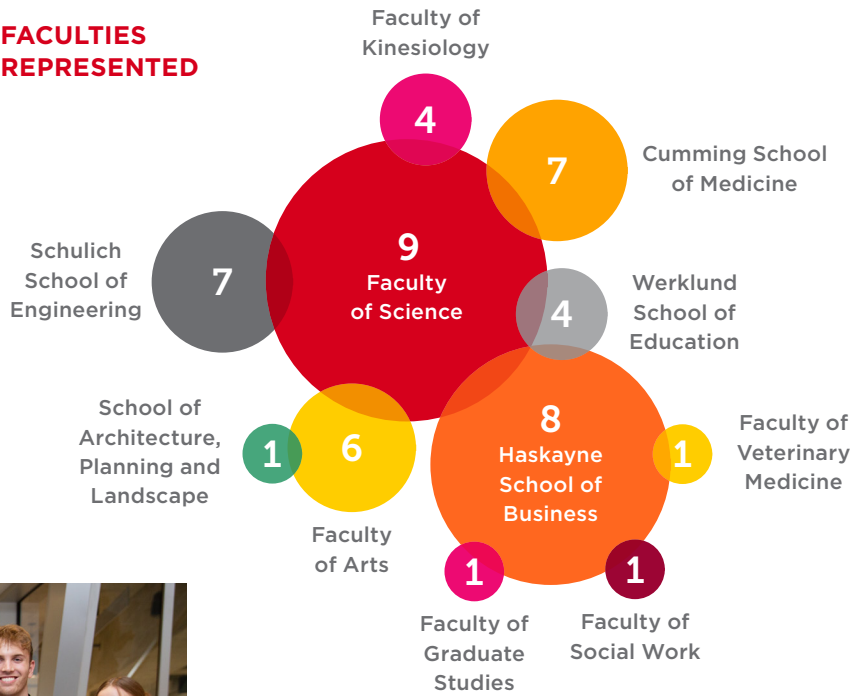**15** MENTORS

8 JUDGES

Map the System

Map the System is a global competition offered by the Skoll Centre for Social Entrepreneurship, delivered in partnership with education institutions around the world. The competition challenges participants to use systems thinking as a guiding approach to understand some of the most complex issues the world faces today. Participants delve deep into a social or environmental issue that matters to them and take the time to explore, probe, and research all its connecting elements and factor. Later, teams share their findings in a way that people can meaningfully understand, share, and learn from.

This year's winning team, Assemble Health, was recognized as top 4 in Canada and top 17 globally out of 60 participating institutions across 27 countries. The UCalgary team attended the Map the System Global Finals in Oxford, England marking the first time a UCalgary team has reached this stage since beginning to participate in the program.

7 WORKSHOPS

49 PARTICIPATING STUDENTS

FACULTIES REPRESENTED

- 4 Faculty of Kinesiology
- 7 Cumming School of Medicine
- 7 Schulich School of Engineering
- 9 Faculty of Science
- 4 Werklund School of Education
- 1 School of Architecture, Planning and Landscape
- 6 Faculty of Arts
- 8 Haskayne School of Business
- 1 Faculty of Veterinary Medicine
- 1 Faculty of Graduate Studies
- 1 Faculty of Social Work

Entrepreneurial thinking at UCalgary and beyond

Cannon Lachapelle

The Hunter Hub facilitates the Cannon Lachapelle Award in Entrepreneurial Thinking, which was established in 2019 with a generous donation from Dr. Elizabeth Cannon and Dr. Gérard Lachapelle. This prestigious award recognizes undergraduate students who demonstrate creativity and entrepreneurial thinking in their academic pursuits. To amplify its impact, the number of recipients has been increased from two to four for 2022. Each deserving student receives $10,000 per semester, empowering them to further their work and make a positive impact within the UCalgary community and beyond.

This year's recipients are changemakers who are making a positive impact on their communities. They have demonstrated creative ways of thinking and innovative ways of helping the UCalgary community and beyond. The Hunter Hub is proud to recognize the exceptional individuals who have demonstrated their creativity and innovation in various ways.

2022 RECIPIENTS

Tommy Newaz

An aspiring biotechnology entrepreneur, Newaz is the co-founder of a synthetic biology startup that is researching ways to create proteins out of microbes. This research can have an impact on the environment, as it can create sustainable solutions in industries with negative environmental impacts. "This opportunity provides me with enough capital to not have to worry about getting through the year financially and take leaps and bounds toward innovation."

TOMMY NEWAZ
Faculty of Science, Cannon Lachapelle Award Winner

Cassie Wood

Wood is a third-year biomedical science student at the Cumming School of Medicine. She is a social entrepreneur who focuses on creating positive social change. Wood's journey in entrepreneurial thinking began as a way to express herself through poetry and connect with the queer community. "Entrepreneurial thinking means creating creative solutions for the communities that you are passionate about."

CASSIE WOOD
Cumming School of Medicine, Cannon Lachapelle Award Winner

Shubh Patel

Patel co-founded The Debtless Students in 2020. The non-profit organization provides scholarship services, mentorships, and financial literacy education to students free of charge. He believes education is a right and wants to provide everyone with equitable access to educational opportunities. "When I think of entrepreneurial thinking, I like to think of it as the ability to recognize a problem no matter how big or small it is and seize it as an opportunity for innovation."

SHUBH PATEL
Cumming School of Medicine, Cannon Lachapelle Award Winner

Rigel Tormon

"The financial support provided by this award would show someone like me, who wasn't really entrepreneurially inclined at the beginning, where a bit of exploration of entrepreneurial thinking would get me."

RIGEL TORMON
Schulich School for Engineering, Cannon Lachapelle Award Winner

Tech Fest

Tech Fest first occurred in Winter 2020, shortly before the COVID-19 pandemic. The inaugural event was a partnership between the Faculty of Science and Schulich School of Engineering, sparked by a computer science student's interest in finding tech opportunities in Calgary. The Hunter Family Foundation was interested in supporting Tech Fest further, and the decision was made to house Tech Fest with the Hunter Hub for Entrepreneurial Thinking.

Tech Fest invited post-secondary students and recent graduates province wide to connect with Calgary's growing tech sector during an in-person career fair February 2023. This event featured networking activities including information booths, interactive video game lounge, and engaging with community leaders who are reshaping the landscape of economic opportunity in our city.

Tech Fest was presented by the Hunter Hub for Entrepreneurial Thinking, in partnership with the Faculty of Arts, Faculty of Graduate Studies, Faculty of Science, Haskayne School of Business, Schulich School of Engineering and the University of Calgary Career Services.

CANADIAN POST-SECONDARIES IN ATTENDANCE

Manitoba **1**

Ontario **8**

Quebec **2**

Alberta **8**

British Columbia **3**

Yukon **1**

New Brunswick **1**

20+
CANADIAN POST-SECONDARIES IN ATTENDANCE

1600+
ATTENDEES
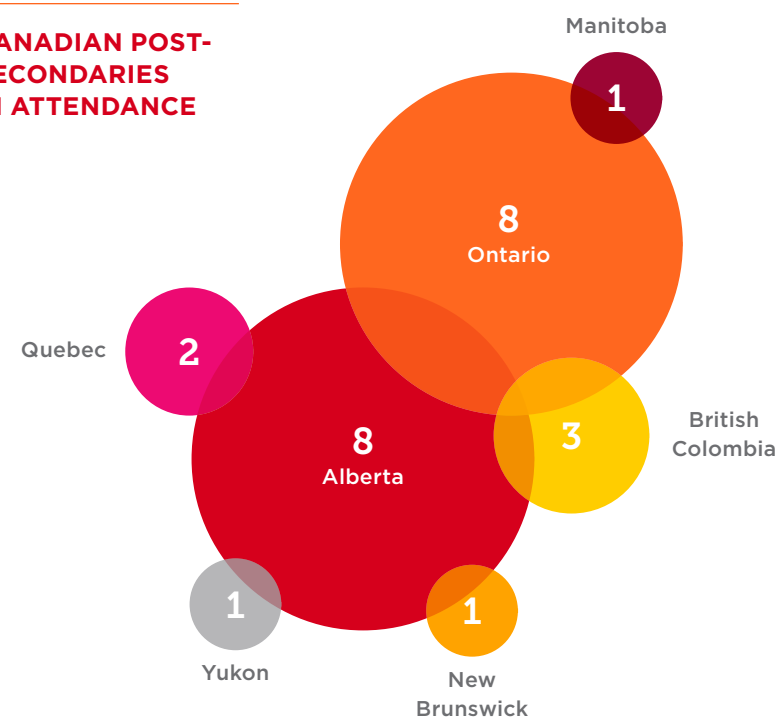
35
PARTICIPATED COMPANIES

Entrepreneurial Thinking Month

For March 2023, a month-long celebration was dedicated to entrepreneurial thinking and innovation at UCalgary and beyond. Entrepreneurial Thinking Month featured events showcasing top innovators in social, tech, and health innovation across all disciplines, alongside panel discussions with innovators and community leaders.

The Hunter Hub launched its first Entrepreneurial Leaders networking event of the year in conjunction with International Women's Day. Four inspiring women who have made a tremendous impact on our health-care system, culture, and environment were celebrated. Dr. Karen Benzies, PhD, RN, Diana Frost, Dr. Ghada Nafie, PhD, and Alessandra Amato took part in a panel discussion on how they found their idea and built their venture.

The Hunter Hub contributes to the University of Calgary's strategic vision to be the most entrepreneurial university in Canada.

UCalgary Innovation Community

HUNTER HUB

The Hunter Hub for Entrepreneurial Thinking is a community hub for activities that will support entrepreneurial student experiences, enable faculty to lead in innovation and expand a growing community of entrepreneurial and innovative thinkers.

INNOVATE CALGARY

An innovation transfer and business incubator for the University of Calgary for over 30 years, fostering entrepreneurship and bringing new technological discoveries to the world.

Social Innovation Hub

Draws upon the expertise, experience, and input of diverse social entrepreneurs, innovators, and partners to re-imagine what innovation means, who an innovator is and how innovation happens.

Life Sciences Innovation Hub

Designed to help students, researchers, and entrepreneurs build promising life science-based companies. Providing access to infrastructure, equipment, expertise and startup support services needed to bring commercially viable products and services to market.

Energy Transition Centre

Along with partners, this one-of-a-kind initiative nurtures emerging startups and their founders by de-risking and high-grades energy transition technologies in collaboration with industry, academics, students, researchers, end users and the community.

UNIVERSITY INNOVATION QUARTER

University Innovation Quarter (UIQ) — formerly the University Research Park — is a 76-acre site with an underserved innovation ecosystem. There are 12 existing buildings within UIQ, which are predominantly occupied by research and laboratory tenants.

HASKAYNE SCHOOL OF BUSINESS

Trico Foundation Social Entrepreneurship Centre

The Trico Foundation Social Entrepreneurship Centre will support unique student experiences inside and outside the classroom including community-based learning, internships, curriculum and research. Students will be empowered with new opportunities and all the support they need to enhance their academic experience.

Haskayne ScaleUp

Nine-month cohort-based program is designed for CEOs and their executive teams to obtain the tools they need to achieve extraordinary value creation through organizational capacity building and growth. ScaleUp will guide companies moving through their critical inflection point to create repeatable structures, increase leadership capacity and execute upon the economics of scale.

Haskayne Centre of Entrepreneurship and Innovation

The Centre for Entrepreneurship and Innovation strives to teach students the skills to recognize opportunities, embrace challenges and extend Calgary's entrepreneurial "can-do" spirit, while also providing them the critical foundation to starting a business.

Creative Destruction Lab – Rockies

CDL-Rockies accelerates the commercialization of tech startups that represent the companies of tomorrow. Housed at the Haskayne School of Business at UCalgary, CDL-Rockies capitalizes on Alberta's innovation ecosystem, UCalgary experts, and the larger Creative Destruction Lab (CDL) network to build something massive.

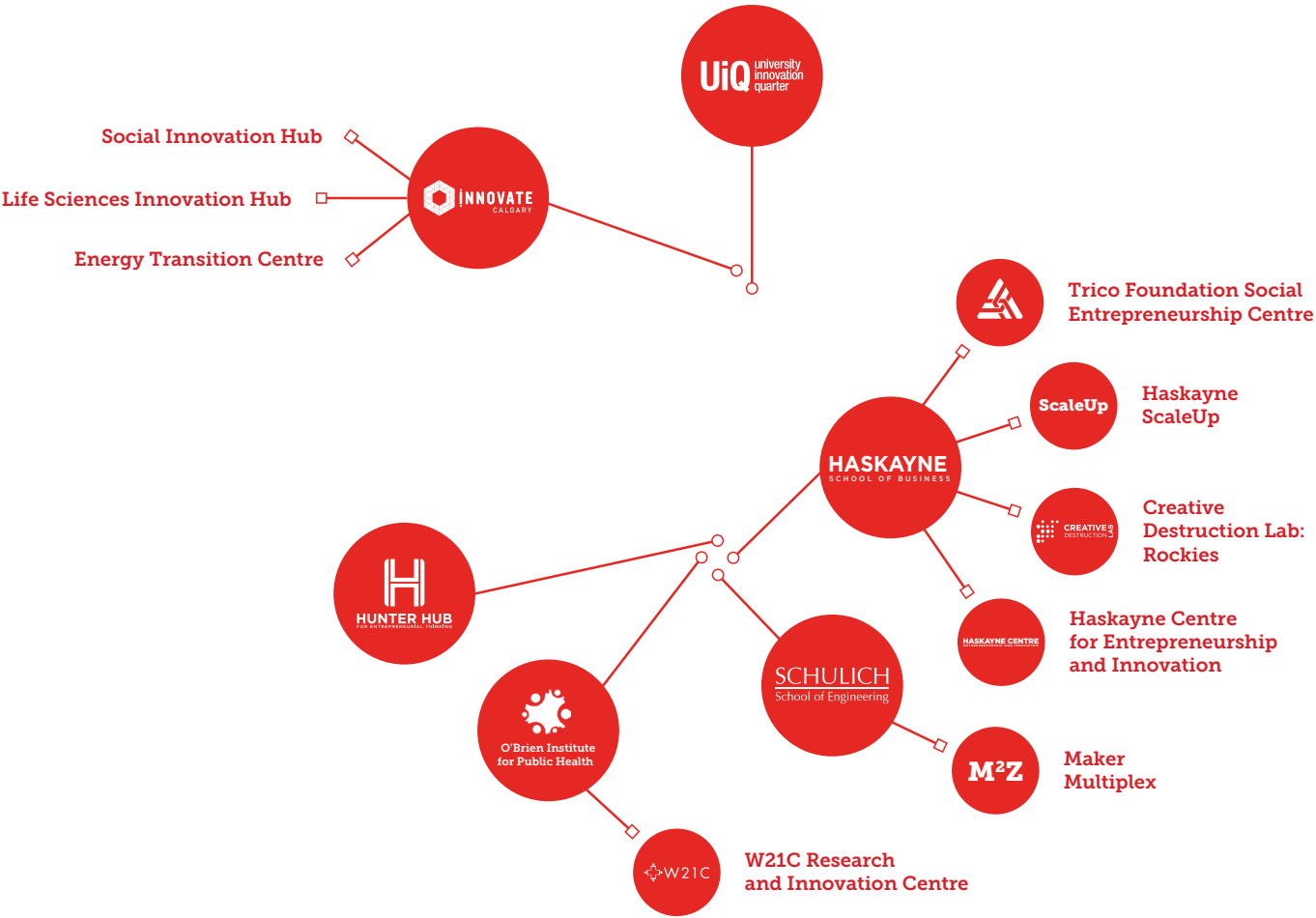## SCHULICH SCHOOL OF ENGINEERING, UNIVERSITY OF CALGARY

Maker Multiplex (M2)

Launched in 2018, M^2 helps grow the maker community on campus through welcoming a diverse community to use the labs, grow their skills with new technologies and experience the process of taking an idea to innovation.

O'BRIEN INSTITUTE FOR PUBLIC HEALTH, UNIVERSITY OF CALGARY

W21C Research and Innovation Centre

W21C is a healthcare systems research and innovation initiative based in the University of Calgary's O'Brien Institute for Public Health, and the Calgary Zone of Alberta Health Services (AHS). W21C serves as a research and beta test-site for exemplary hospital design, novel approaches to health care delivery, human factors research, and innovative medical technologies.

UNIVERSITY OF CALGARY
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