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| ACADEMIC INSTITUTION | Simon Fraser University | PROJECT NAME | Bright Ideas |
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NEED AND AUDIENCE

After conducting a needs assessment surveying 49 high school students in the Greater Vancouver Area, **we identified a gap in entrepreneurial education.** Our needs assessment concluded:

- **100%** of surveyed students believe that it is **important to learn business, creative, and entrepreneurial skills.**
- **67%** of students felt the traditional education system **did not** equip them to identify opportunities to create value in their community.
- **82%** of students aspire to start their own business venture in the future.
- Of the **82%** of high school students that wanted to start a business in the future, **76%** of high school student felt they **were not** adequately equipped to start their own business.

Bright Ideas utilizes this opportunity to **introduce the concept of entrepreneurship and innovation** to high school students, **equipping them with entrepreneurial skills and mindset** that are transferable in the ever-changing workforce. This project **provides a safe learning environment** for students to practice creative and entrepreneurial thinking with support from industry professionals and university mentors.

ACTION TAKEN

Bright Ideas took entrepreneurial action to create a comprehensive and time-tested curriculum, with the help from the Charles Chang Institute for Entrepreneurship at Simon Fraser University. The 9 workshops we provide cover topics such as entrepreneurship, ideation process, and business feasibility. At the end of the cycle, there is a final competition where students showcase the innovative products and business models, they created to a panel of industry professionals. Transitioning Bright Ideas to the online environment allowed us to reach a wider audience, including students from across Canada. To support the transition to online workshops, we recruited twice the number of university mentors. This allowed us to give quality support to participants both in and out of the weekly workshops.

IMPACT

After participating in the Bright Ideas program:

- 82% of surveyed participants felt that they gained knowledge in entrepreneurship and innovation.
- 100% of surveyed participants are now more aware of the UN sustainability goals and global issues.
- 93% of our participants believed that Bright Ideas provided them with an area of study not available at their high school
- 82% of surveyed participants plan to utilize their relationship with a mentor or resource they were introduced to during the cycle.
- 68% of participants saw entrepreneurship as a viable career path.

Students learn that entrepreneurship, along with the entrepreneurial mindset, is a fundamental skill regardless of their career or industry. One month after the program, 73% of participants have used the skills learned through Bright Ideas in a different setting.

Bright Ideas builds a community where past participants consistently come back to the program as mentors, executive team members, and speakers to give back and provide youth with the experiences they had.

STANDARD METRICS

(These metrics are related only to the project presented and represent work done since March 1, 2021)

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| Number of businesses started | 0 | Number of existing entrepreneurs helped | 0 |
| Number of people exposed to entrepreneurship | 143 | Number of jobs created | 0 |

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| PROJECT START DATE | January 2016 | IS THIS PROJECT WHOLLY-OWNED AND OPERATED BY THE TEAM? | Yes |
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