

ACADEMIC INSTITUTION	University of Regina	PROJECT NAME	PushStart
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NEED AND AUDIENCE
<p>We provide a digital platform for Saskatchewan entrepreneurs to showcase their talents and connect with potential partners. Individuals involved with startups and new ventures benefit from the community of potential mentors, partners, and customers that our website provides, as it is essentially a process of ecosystemization for the hidden talent and resources in the province. Broadly, users benefit in a similar way, gaining access to a targeted yet vibrant community of like-minded local professionals. This allows users to grow their network and find potential start-ups or projects to get involved with. We have a gamified points system with benefits for both businesses and individuals. Our site awards users with points as they interact and use the site, incentivizing connections and communication. We hope to partner with businesses to exchange these points for promotional offers and discounts. Businesses thus benefit from increased sales and exposure, while customers gain the benefit of deals and discounts at local businesses that they may not have otherwise been exposed to. We target entrepreneurs at PushStart, with a specific focus on those who seek to advertise and find mentorship opportunities. Our secondary segment is tech-savvy young professionals. This includes students, recent graduates, and others in the earlier stages of their career who may be seeking to expand their network or find opportunities for employment, mentorship, or just some excellent deals.</p>
ACTION TAKEN
<p>Initially, we began as a podcast (“The PushStart Podcast” on Spotify/Apple Podcasts), but later transitioned to a social media site. Our team built the site from scratch and continue its maintenance and development. We are undertaking an overhaul of our Constitution (which defines our business structure and rules) as well as making the first moves toward legal incorporation and securing our intellectual property rights. While the podcast interviewed several local startups, we are currently operating self-sufficiently. Recently, we entered into talks with a Saskatoon lawyer about intellectual property rights. Our next steps will be to secure funding; team members from URegina and USaskatchewan will be applying to their respective students unions for funding. Currently, our team has three members. Given that we are not incorporated, there is no “ownership” in the sense of shares and equity, but each of us holds the title of “co-founder”. With the overhaul of our Constitution and considering incorporation, this may change.</p>
IMPACT
<p>Given that we are still building the site infrastructure and laying the legal foundations, our impact on users of the site has been limited. However, the founders have had the opportunity to develop skills related to their relevant portfolio. For example, our developers have challenged themselves in building a working social media site and another co-founder has unofficially taken on legal responsibilities similar to in-house counsel. As of February 24, 2022, the website has 52 members.</p>

STANDARD METRICS			
(These metrics are related only to the project presented and represent work done since March 1 2021)			
Number of businesses started		Number of existing entrepreneurs helped	
Number of people exposed to entrepreneurship	52	Number of jobs created	
PROJECT START DATE	~September 2019	IS THIS PROJECT WHOLLY-OWNED AND OPERATED BY THE TEAM?	Yes