

<b>ACADEMIC INSTITUTION</b>	University of British Columbia, Okanagan	<b>PROJECT NAME</b>	Inventathon
-----------------------------	--	---------------------	-------------

**NEED AND AUDIENCE**

This project started with us noticing that some of the people around us have amazing ideas that could change the world but lack the financial capability for it. Inventathon aims to promote social innovations and sustainability through inviting participants or teams to present a prototype of their socially driven or climate-friendly innovations that addresses specific sustainability issues guided by the UN Sustainable Development Goals (SDGs). We targeted UBCO students as well as high school students in the Okanagan region since these aspiring entrepreneurs may have ambitious ideas and a passion to change the world, however the lack of financial resources available prevents them from pursuing their aspirations.

**ACTION TAKEN**

We split the team into 5 departments: operations, marketing, tech, finance, and human resources. Operations was in charge of logistics, event planning, judges' selection, event guidelines, etc. Marketing was in charge of creating posts for our social media platforms, reaching out to high schools in the region, etc. Tech was responsible for creating our website, platform for submissions, tech support, etc. Finance was in charge of creating a budget for the event and applying for funding from various sponsors. Human resources were responsible for ensuring relationships amongst members were not strained, completing interviews, assisting with any matters presented, etc.

The three main partners of the event were Shaw Business (Enactus' Project Accelerator), the Tuum Est organization present at UBCO, and UBCO's student union.

**IMPACT**

- *Please outline the overall impact your project had on participants*
- *Include any metrics not in the table below*

- 20 members in the team received experience in operations, tech, finance, marketing, H.R., and project management
- a team of 4 will receive funding for their venture
- 8427 accounts reached on Instagram
- 166 followers on Instagram

**STANDARD METRICS**

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

Number of businesses started	1	Number of existing entrepreneurs helped	4
Number of people exposed to entrepreneurship	166	Number of jobs created	0

<b>PROJECT START DATE</b>	September 30 <sup>th</sup> , 2021	<b>IS THIS PROJECT WHOLLY-OWNED AND OPERATED BY THE TEAM?</b>	----
---------------------------	-----------------------------------	---	------