

<b>ACADEMIC INSTITUTION</b>	University of British Columbia
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<b>PROJECT NAME</b>	Ennovate
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### NEED AND AUDIENCE

- The current British Columbia education system is missing an opportunity to provide hands-on entrepreneurial learning where students can also apply their learnings outside of the classroom.
- We surveyed over 200 high school students across Greater Vancouver regarding experiences of entrepreneurial opportunities at school and results showed:
  - 63% of students do not believe they have been prepared for life after high school.
  - 54% said they are lacking the support or resources to start their own initiatives at school.
  - 93% prefer opportunities to practice their learning in a more hands-on way.
- Collaborated with teachers prior to the school year to analyze gaps within the current curriculum to better understand how Ennovate can individually tailor workshops to each class.
- Targeted senior elementary and high school students across Greater Vancouver and in Ontario.

### ACTION TAKEN

- Ennovate is designed to teach financial literacy through entrepreneurship in three stages: Workshops, Company Creation, and Final Competition.
- **Workshops:** Our program provided a holistic approach to financial literacy, teaching students topics in both personal budgeting and accounting. We also provided workshops with topics such as sustainability, marketing, and presentation skills. To conquer the distanced learning environment, we assigned each school with two dedicated university student mentors to support our participants in their learning and guide them through the three stages.
- **Company Creation:** Students create a business idea through performing a needs assessment, ideating a product/service, and determining financial feasibility.
- **Final Competition:** We host our Final Competition, where students present their business proposal and participate in a 3-minute Q&A judged by industry professionals.
- Expanded Ennovate to include elementary schools through our offshoot program, Enspire. This program aims to achieve the same goals as Ennovate, but with content tailored to a younger audience. The online program consists of 6 monthly workshops and 5 monthly challenges

### IMPACT

- Directly impacted 670 students and over 1000 people
  - Spanning from 26 schools
- Jump started 34 new businesses generating \$8000 in net income
- 93% of students said Ennovate helped them consider entrepreneurship as a viable career path

### STANDARD METRICS

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

Number of businesses started	34	Number of existing entrepreneurs helped	N/A
Number of people exposed to entrepreneurship	670	Number of jobs created	N/A
<b>PROJECT START DATE</b>	N/A	<b>IS THIS PROJECT WHOLLY-OWNED AND OPERATED BY THE TEAM?</b>	Yes