

# TD Entrepreneurship Challenge

## Challenge Report

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

The current British Columbia education system is **failing** to provide high school students with hands-on entrepreneurial learning, leaving students **unprepared** for the harsh challenges of the business world.

We surveyed over **300 high school students** across Greater Vancouver regarding experiences of entrepreneurial opportunities at school and results showed:

- 60%** of students feel like they do not have support and resources to start their own initiatives at school.
- 2/3** of students prefer **hands-on learning** over textbook learning to develop their knowledge
- 72%** of students feel they have not been prepared for life after high-school

### ACTION TAKEN

Ennovate is a program designed to **empower** high school students by giving them the opportunity to create their own mini-social enterprise through three key stages: **Ideation, Creation, and Competition**

**Ideation**

Our program delivers business education through interactive workshops to teach our students fundamental entrepreneurial and financial literacy skills.

**Creation**

Over a **3 month period**, students produce and sell their own products. We provide participants with a \$100 microloan to jumpstart their businesses and teach students to make smart financial decisions.

**Competition**


Participants prepare a pitch to present their businesses to a panel of judges, in front of an audience of over 200 students. Attendees also attend workshops and network with industry professionals

### IMPACT

After the program, Ennovate's post-program participant survey revealed that:

- ▶ **95%** of participants believe Ennovate has provided them with the resources to be successful in life after high school
- ▶ Before participating in Ennovate, **only 28%** of students felt comfortable applying their knowledge to make a **positive impact** in their community. After participating in Ennovate, **92%** of students felt confident in **applying** their knowledge to make a positive impact in their community.

- 40 businesses** were created within **18 schools** across **4 cities**.
- 1205 products** were sold, generating over **\$8,000 in profit**.
- Directly impacted **535 students** across the Lower Mainland
- 100%** of all microloans were successfully paid back



STANDARD METRICS			
(These metrics are related only to the project presented and represent work done since May 1, 2022)			
Number of businesses started	40	Number of existing entrepreneurs helped	N/A
Number of people exposed to entrepreneurship	535	Number of jobs created	N/A

<b>PROJECT START DATE</b>	2018	<b>IS THIS PROJECT WHOLLY-OWNED AND OPERATED BY THE TEAM?</b>	Yes
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