

August 2021

Centre for Entrepreneurship Newsletter

Hi Members,

We encourage you all to stay connected with the CfE and get ready for some new events and programs ahead. We hope that you all continue having a great summer!

The CfE will continue to operate virtually.

If you have any questions or concerns, please email us at:
cfe@humber.ca

CfE Membership Update

Our team at the Centre for Entrepreneurship (CfE) has updated our membership program. **Please keep an eye out for a direct email from the CfE with information on how to update your membership or unsubscribe.**

We have a membership option for every stage of your journey - from our general open community of entrepreneurial thinkers, to our portfolio of established local businesses.

The Humber Centre for Entrepreneurship (CfE)

MEMBERSHIP OPTIONS

WE ARE
HUMBER

General

Stay in the loop with the CfE

- Receive the CfE monthly newsletter
- Attend general workshops and events
- Access online learning modules



Ideation & Creation

Start working on your business idea

- Everything from the 'General' membership plus:
- Access to mentorship and funding opportunities
- Access to structured educational programs offered by the CfE
- Access to CfE facilities and business launch supports
- Opportunity to apply for Work-Integrated Learning (WIL) placements

** Interview with CfE staff to join

Launch

Develop your business plan and get growing

- Everything from the 'Ideation & Creation' membership plus:
- Access professional partners, discounts and other perks
- Get personalized public relations and marketing support
- Work with student talent

** Complete a pitch to join

HumberBiz

Join our growing business portfolio

- Everything from the 'Launch' membership plus:
- Receive promotion through our website and business directory as a valued partner
- Find student talent for placements and jobs
- Provide projects and applied research opportunities for Humber faculty and students

** Meet with CfE staff to discuss

In order to become a member:

1. Select which membership option is right for you - based on your business stage, needs, and time commitment
2. Submit an application. **This will be sent via direct email from cfe@humber.ca to all members on our mailing list.** Some memberships will require an onboarding interview or pitch so the CfE can learn more about your business and how we can support your growth and development.
3. Attend a CfE Monthly Member Meeting (where new members will learn more about the CfE, benefits of membership, resources that we provide and have an opportunity to network with other members)

You also have the option to click the button below to update your membership. *If you've already updated your membership using this newsletter, please disregard the direct email from the CfE. Thank you.*

[Update your membership here](#)

Welcome Laura!



Laura Dockrill, CfE Digital Marketing Specialist in Residence

CfE Digital Marketing Specialist in Residence

Hi everyone - My name is Laura. I am currently enrolled in Humber's Post Graduate Marketing Management program and I am absolutely thrilled to be working with the CfE team this summer!

My passions include: branding, content creation, digital marketing and working with you! As CfE's digital marketing specialist in residence, I am here to help you bring your new venture ideas to life by developing marketing strategies, content and other marketing assets for your business.

Do you need help in planning your marketing strategy? Let's chat!

Please click the button below **for a chance** to work with our digital marketing specialist in residence.

[Work with Laura](#)

Member Feature



Pictured above are Sanjay Pinnock (left) and Natasha Sheppard (right). Both Sanjay and Natasha are the co-founders of Hustl Works.

Hustl Works

Hustl Works is a digital marketing hub for aspiring entrepreneurs at every stage, whether that's starting a side hustle or growing that \$0 idea into a six-figure business!

We offer guides, templates, workshops, and free resources to help fuel your entrepreneurial mindset. So get in touch with us to learn, build, and grow your own online THING — The Hustle Works.

[Check out Hustl Works HERE](#)

*Stay tuned for entrepreneurial and relevant [blog content](#) from the Hustl Works website in the CfE's upcoming newsletters.

Events & Programs

Experience Ventures

ENTREPRENEURIAL THINKING WILL CREATE
CANADA'S FUTURE. AND YOURS.

BECOME FUTURE READY

Work on projects with new companies and technologies that are shaping the future.

Experience Ventures, powered by the Hunter Hub for Entrepreneurial Thinking at the University of Calgary, enables college and university students to make an impact alongside real-world innovators through entrepreneurial thinking placements.

How does Experience Ventures work?

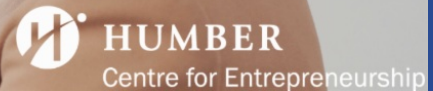
1. You apply for an entrepreneurial thinking placement facilitated by Humber College.
2. New companies provide in-kind support, while students are paid through Experience Ventures.
3. Both students and companies go through an onboarding process and participate in one of five types of entrepreneurial thinking placements and evaluate their experiences.

To learn more about the upcoming opportunities for Humber College, click below, and check back often, as many new experiences will be opening soon!

[Learn more here](#)

InStage Virtual Reality Experience

HUMBER'S CFE PRESENTS: INSTAGE VR EXPERIENCE



This workshop will be focused on 'International English Language Testing System' (IELTS). This practice will mirror the IELTS protocol:

Part 1 - Answer up to six general questions

Part 2 - Deliver a 1 - 2 minute monologue on a set topic

Part 3 - Answer up to six questions about the set topic

Two unique IELTS question/topic sets are currently available. Users will be able to complete both versions, review their video/reports and repeat as required.

The "International English Language Testing System" Module workshop will take place on:

Thursday, August 12, 2021 from 11:30 a.m. to 12:30 p.m.

[Register here](#)

Instagram Live: 'Entrepreneur Insider' series

Continuing this Fall 2021

CfE features entrepreneurs on our [Instagram](#) page @humbercfe. We would love to showcase your business to our audience, and give you more exposure.

What to expect:

- 20-30 minute interview (its more of a discussion, so don't worry!)
- How you started your

- business, and what you offer
- Advice/Tips

If you are interested, please email us at cfe@humber.ca

The screenshot shows the Instagram profile for the Centre for Entrepreneurship. At the top, the profile picture is a circular logo with 'Cfe' and 'HUMBER' below it. To the right, the statistics are: 169 Posts, 863 Followers, and 203 Following. The bio reads: 'Centre for Entrepreneurship College & University Empowering and inspiring the entrepreneurial spirit at Humber College and beyond! ⚡ Got a business idea? Sign up for Launch Me 🤝 linktr.ee/cfehumber'. Below the bio are buttons for 'Edit Profile', 'Promotions', 'Insights', 'Add Shop', and 'Email'. There are five category icons: Workshops, Events, Life at Cfe, Must Read, and Community. The main feed shows three posts: 'BUYER PERSONAS' with an illustration of people, 'Best Website Builders for Entrepreneurs' listing Wix, Squarespace, Weebly, Shopify, and WordPress, and '4 BENEFITS OF EMAIL MARKETING' with a list of benefits.

BMO Launch Me Competition



COMING SOON

Providing aspiring entrepreneurs with the opportunity to develop and pitch their business ideas for a chance to win funding and resources to support their startup.

Returning in the Fall of 2021

Check our website for updates [HERE](#)

Innovate & Create Entrepreneurship (ICE) Program



**WE ARE
GETTING IDEAS
OFF THE GROUND**

Applications are Now Open for Fall 2021

Want to be your own boss? Have an idea you're ready to work on?

In 12 weeks, you will bring your idea down to earth and get ready to launch. Explore business basics, innovation skills, marketing, finances and more with experts and entrepreneurs who can guide your journey. Every session is practical, hands-on, and focused on taking your idea to the next level.

*You may be eligible to count program and business development hours toward your placement requirements if you are a Humber student with a Co-op or WIL Placement requirement

For more information about the ICE program please [click here](#).

Applications for the ICE program are due:
September 12, 2021 by 11:59 p.m.

[Apply now](#)

Be Your Own Boss (BYOB) Program



Returning this September, 2021

The BYOB program is a seven week workshop series on ideation, marketing, promotions, sales, finance, funding and operations. Certification of completion and CCR accreditation will be available to respective participants who attend a minimum of **five out of the seven workshops** per cohort.

Check our website for updates by clicking [here](#)

CfE Member Meeting



***For the months of July and August, the CfE will be taking a break from our monthly Member Meeting and reconvene in September. Stay tuned as we will be releasing the next Member Meeting date in our September newsletter.**

All **NEW** CfE members are required to attend at least **ONE** member meeting (these will occur on a monthly basis). The meetings are to:

- Provide detailed descriptions of the updated benefits of membership
- Help you to build relationships with other members of the CfE
- Help the CfE to understand your individual needs and how we can continue to support you.

Our next virtual meeting will take place in
September 2021 - date to be determined

Women in Entrepreneurship Community



HUMBER CENTRE FOR
ENTREPRENEURSHIP



WOMEN IN ENTREPRENEURSHIP Meeting

JOIN US!



***For the months of July and August, the CfE will be taking a break from WiE meetings and reconvene in September. Stay tuned as we will be releasing a meet up schedule for upcoming sessions soon.**

The goals of this community are to:

- Connect women with equally passionate women in their entrepreneurial journey
- Support women with their ideas, goals, and dreams
- The group will help to connect, engage, and inspire women
- Discuss a variety of topics, learn from women entrepreneurs, and bring women entrepreneurs' voices to campus and build role models for future entrepreneurs

Our next meeting will take place in
September 2021 - date to be determined

Toastmasters

HUMBER LAKESHORE TOASTMASTERS

Toastmasters is the fun way for you to improve your communication and build skills to help in your career. Join us at our next meeting to learn more about how you can build a brighter future for yourself!

Toastmasters meets every Saturday morning from 9 to 10:30 a.m.

To RSVP contact alain.londes@humber.ca or send a message on Instagram @humber_lakeshore_toastmasters

[Click here for more information](#)

Partner Events

**Seeking social entrepreneurs for
research study**



I am recruiting social entrepreneurs at all stages of their ventures (vision, startup, growth, maturity and decline) to participate in a 20 minute interview through MS Teams.

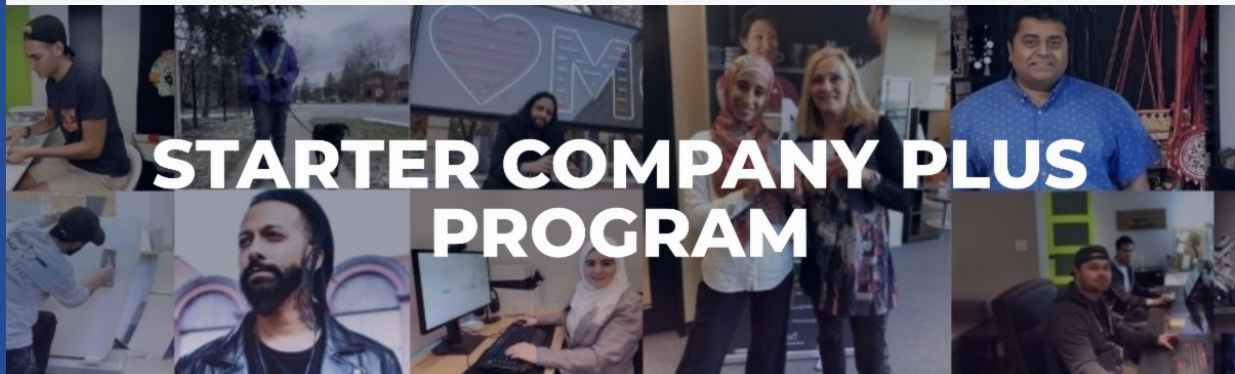
I am a researcher at the University of Toronto seeking to understand the information needs of social entrepreneurs. Your contributions will be anonymized and this study has received ethics clearance through the University of Toronto Research Ethics Board.

In appreciation of your time, you will receive a \$25 gift card at the end of the session.

If you would like to participate, please select [my calendar link to book a time](#) or if you have any questions, please email me at: elizabeth.obrien@utoronto.ca

[Participate and book a session here](#)

Mississauga Starter Company Plus Program



The Starter Company PLUS program will assist people 18 years and over interested in starting, expanding or purchasing a business in Mississauga.

The program provides:

1. Free training and business skills development
2. Free mentorship and guidance
3. Opportunity to apply for a program grant of up to \$5,000 after the completion of mandatory training and mentorship

The Starter Company PLUS Program is delivered by the Mississauga Business Entrepreneur Centre (MBEC) for the Mississauga area. MBEC is a business unit of the City of Mississauga's Economic Development Office. The Starter Company PLUS program is funded by the Province of Ontario and is delivered by Small Business Entrepreneur Centres ("SBECs") similar to MBEC across Ontario who is part of the Province's Ontario Network of Entrepreneurs (ONE). For information about the program outside of the Mississauga area, please refer to the list of [Small Business Entrepreneur Centres and Community-Based Provider Locations](#) in Ontario.

To apply to the Starter Company PLUS Program in Mississauga, you must

confirm your eligibility to participate in the program and attend a mandatory info session. Attendance at the info session does not guarantee acceptance into the program or the receipt of a program grant.

Info sessions will take place on:

- **Wednesday, August 4 from 6 - 7:30 p.m.** and on
- **Thursday, August 5 from 10 - 11:30 a.m.**

[Attend an info session](#)

Virtual 2021 HELIX Summer Institute



Develop an innovation mindset during a time of rapid change. Gain hands-on experience and access valuable mentorship opportunities while solving a real-world business challenge faced by Ontario hospitals.

Join us in August for the fifth annual HELIX Summer Institute. During this highly-interactive and intense six-day virtual experience, you will think creatively, work strategically and collaborate with peers and real key stakeholders. Together, you will solve an operational challenge the Southlake Regional Health Centre is currently confronting. You will also access mentoring from some of York Region's best innovators, entrepreneurs and intrapreneurs.

Apply to Participate in the Virtual 2021 HELIX Summer Institute August 23 - 30

To apply, submit a statement of intent explaining why you are interested in participating in the virtual 2021 HELIX Summer Institute. Your statement should not exceed 400 words. **Please email your statement to: chris.dudley@senecacollege.ca.**

*Apply early. This no cost initiative is limited to a maximum of 30 participants.

[Learn more here](#)

Futurpreneur's Black Entrepreneur Startup Program

Black Entrepreneur Startup Program

Financing + mentorship + resources



Are you a Black entrepreneur aged 18-39 looking to launch a new business?

Check out Futurpreneur's Black Entrepreneur Startup Program Funded by RBC, with additional loan financing provided by BDC, this exciting new program offers up to \$60,000 in startup financing, plus mentorship and resources, to help you kickstart your business journey.

[Sign up here](#)

