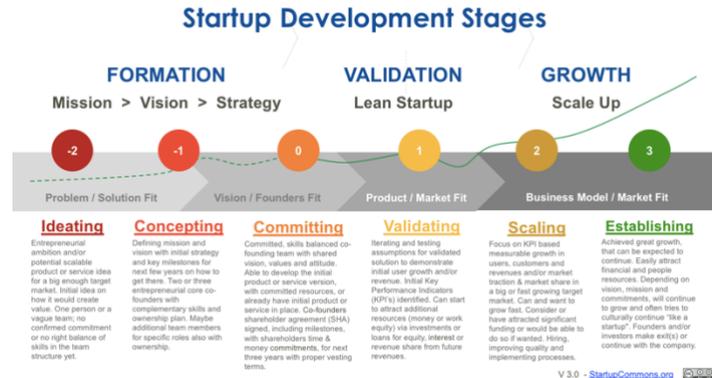


## 150 Startups Overview

Bow Valley College's province-wide 150 Startups project is a Community Based Entrepreneurship initiative designed to increase the volume of first time entrepreneurs from Alberta's post-secondary institutions, increase the velocity at which they go through the Startup Development Stages in the Startup Commons model below, while at the same time minimizing their failure rate.



150 Startups will attempt to accomplish this by:

- Creating local age relevant role models, so more students aspire to become an entrepreneur.
- Providing an alternative to a summer job or entry level job for those graduating
- Delivering an experiential learning program that uses a guided mastery approach that helps students and recent graduates who are aspiring entrepreneurs to give them the mindset, teach them the toolsets, and help them develop skillsets so they act like – not just think like – entrepreneurs.

Over the last 18 months, 150 Startups has worked with many of Alberta's post-secondary institutions to help more college and university students across the province become first-time entrepreneurs. Over the next five year's we want to work with all of Alberta's colleges and universities to develop the on campus role models, resources, and mentors needed to create a self-sustaining student entrepreneurship engine the shifts the economic future of Alberta.

### Force Field Analysis and Guided Mastery

Numerous research projects have identified that over 50% of students leaving college and university would like have their own business one day, many of which already have an idea for a business, but far too many students don't pursue a career in entrepreneurship until they turn 43.

With the Big Hairy Audacious Goal of having students pursue entrepreneurship right out of college or university we shaped the programming of 150 Startups based on the works of Kurt Lewin and Albert Bandura.



Borrowing from Kurt Lewin's, Force Field Analysis, which was developed in 1951, we began to look at both the driving forces and the restraining forces associated with a student's desire to become an entrepreneur and have been working on what is it that prevents students with business ideas from pursuing their idea. With the belief entrepreneurship can be learned through experiential learning that happens outside the classroom, we began to analyze what was preventing students on campus from becoming first-time entrepreneurs.

Using a variant of Albert Bandura's Guided Mastery - to reduce a students' fear of failure and having their ideas stolen – we developed experiential learning opportunities that increases a student's willingness to take small risks and learn by making mistakes. Once students learn that failure is a learning opportunity not something to be feared; and that someone is unlikely to "borrow their idea, they become willing to take on new and bigger challenges that provide greater rewards.

With the belief that getting students to act like entrepreneur is more important than having them think like entrepreneurs we developed an experiential learning program that happens outside the classroom to remove barriers and develop entrepreneurial competence and confidence so more students pursue entrepreneurship instead of taking a job when they graduate.

These first-time Entrepreneurs then expand Alberta's Entrepreneurial capacity by becoming age-relevant on campus role models - that inspire others to follow in their footsteps - and then go on to be advisors, mentors, and angel investors to future first-time student entrepreneurs.

We are therefore seeking funds to allow us to spend the next five years continuing to develop and refine experiential learning methods of impacting student's beliefs and approaches to entrepreneurship so that colleges and universities across Alberta can build self-sustaining entrepreneurship engines that fundamentally reshape Alberta's economy.

## ANNUAL PROJECT BUDGET

Phase	Description
Entrepreneurship Skill Building Webinars	A series of webinars to help participants understand they have what it takes to be an entrepreneur, and execute the initial steps of turning an idea into a viable business while developing the skills necessary to build a multi-employee company.
Online Entrepreneurship Webinars & Resources	Recordings of the Entrepreneurship Skill Building Webinars and related resources made available under the Resources section of the 150Startups.com website.
On-Campus Lunch & Learn Sessions	Delivery of the entrepreneurship skill-building webinars at campuses across Alberta.
LeanStack.com Membership	Access to the tools and self-paced learning tools on LeanStack.com that accelerate the development of Lean Canvases to assist in the creation of businesses that develop products and services that people actually want.
Lean Startup Challenges	Funding for students complete a series of Lean Startups Challenges held between May 1 <sup>st</sup> and October 31 <sup>st</sup> to turn their idea into a revenue generating company and prepare for the most promising first-time student entrepreneur competition.
Lean Canvas Boot Camp	A weekend-long event held in early May where students are selected to represent their college/university captain teams of aspiring entrepreneurs and who are charged with developing the Lean Canvas for the student's business idea
Innovation Rodeo	A free five-day entrepreneurship and innovation event held during the Calgary Stampede that includes keynote speakers, entrepreneurship panels, Innovation Challenges and a most promising first-time student entrepreneur competition.
Most Promising First-Time Student Entrepreneur competition	A province-wide competition to identify the most promising first-time student entrepreneurs in Alberta where those chosen get to compete for \$25,000 in cash to develop their business and participation in the alumni development program.
Alumni Development	Funding to send first-place winners of the Most Promising First-Time Student Entrepreneurs to Draper University to attend the Entrepreneurship program and second place winners receive a travel allowance to attend StartupFest in Montreal and compete in their Canada-wide pitch competition.
Startup Saturdays	Startup Saturdays - Half day versions of the Innovation Rodeo held at campuses across Alberta where a \$10-\$20 admission price is charged and awarded to the crowds favourite in a mini-student pitch competition
Travel Allowances	Funds to cover partial costs of travel for students selected to represent their college/university at the Lean Canvas Boot Camp and the Innovation Rodeo
Student Entrepreneurship Ambassadors	Alumni from the 150 Startup program go on to become on-campus ambassadors of entrepreneurship as a viable career and assist the next group of students who compete in the Most Promising First-Time Student Entrepreneur competition
Student Entrepreneurship Clubs	Where interest exists, Student Entrepreneurship Ambassadors also work with their Student Associations to create an on-campus student entrepreneurship clubs that hosts events to help aspiring entrepreneurs grow their network and use entrepreneurship development tools to develop their skills and confidence.
Monthly Mentoring / AMA sessions	Monthly web calls between mentors, subject matter experts, and participants.
Website Infrastructure	A hosted solution that allows participants to build websites and landing pages without having to pay for hosting fees or have the technical skills needed to build their first web site.
Program Assistant	A part-time position during the school year and full-time during the summer to assist with the organizing and running of the 150 Startups project.