

# Arthur L. Irving Entrepreneurship Centre

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# TD Inclusion Entrepreneurship Initiative

- Launched January 2023
- Main Purpose
- Three Key Projects: Ignition, Study & Stay Entrepreneurial Bootcamp, and DEIB partnerships

# The Ignition Program

- 10- Week Program
- Training & Mentorship
- Connections
- Coaching
- Resources
- \$20 Honorarium





# Summer Entrepreneurial Bootcamp

- In partnership with EduNova and TD Entrepreneurship Inclusion Initiative
- \$20,000 in prize money
- Virtual Program with compulsory milestones to achieve
- In person pitch competition
- Open to International Students studying at a Nova Scotian post secondary institution



# DEIB Events & Partnerships





# More Photos..







# Key Partners

- Flint Business Hub- United College, University of Waterloo
- FoundHER series- YspaceElla, York University
- Atlantic Black Entrepreneurship Knowledge Hub
- Black Women in Excellence (BWIE)
- Tribe Network..... And many more..

# The Secret Framework

Any good framework will have theoretical and practical development as its foundation- but there are 3 S's to a successful approach-



## **SIMPLICITY**

Keep it simple &  
straightforward

## **STORIES**

Is there a piece of  
you present?

## **SUPPORT**

Having a good  
support system





# Evolution v/s Breakthrough

## Barriers-

Research suggests that one of the main barriers to inclusivity in entrepreneurship is the narrow view of entrepreneurship that focuses on tech, venture capital, profit, and individual achievement. This approach often leads to support systems that exclude marginalized communities.

## The key(s)-

- Cultivating an Entrepreneurial mindset
- Creating a more inclusive entrepreneurship ecosystem involves “evolving” aka “transforming” the existing one
- Bringing Diverse Members to the forefront not just as a ‘showcase’ but even in the planning and implementation phase

# Inclusive Innovators Program

## Pilot Program

- Experiential learning workshop every 4 months
- Solve problems faced in the real world by influential and successful BIPOC owned companies.
- Each term will highlight a new BIPOC company who will present a new problem for the students to solve

## Diverse Leadership Role (DLR)

- 1 DLR per year
- One on One mentorship and training
- Growth of diverse perspectives
- Greater student-mentor interactions to build a more inclusive community of experience and emerging leaders alike.



# Saint Mary's University





