

On behalf of the [Norman Newman Centre for Entrepreneurship](#) at [Dalhousie Faculty of Management](#), it is our pleasure to share with you some of our exciting initiatives and successes over the past twelve months.

About us:

The Norman Newman Centre for Entrepreneurship's mandate is to promote entrepreneurship in its many forms, through innovative curriculum, applied research and collaborative extension work (outreach). Our definition of entrepreneurship is broad and includes the development or growth of enterprises for profit, for social benefit and for sustainability.

Highlights

The fiscal year 2012-2013 was a very exciting and eventful year for us at the Norman Newman Centre. We had the good fortune to be in the right place at the right time and to seize opportunities as they were presented. Some of our successes include the introduction of the [Starting Lean Course](#) and the launch of [Canada's first Business Model Competition](#).

The Centre had a total of 3,183 interactions broken down into 3 groups: students (1,624) faculty (282) and community (1,277). Included in the preceding numbers are ongoing mentoring and coaching support for 330 student entrepreneurs pursuing their business or competing in pitch-business plan competitions. Our work brought positive media exposure to Dalhousie University and the Faculty of Management by being highlighted in print, online, radio and local and national television.

Starting Lean Pilot Course

In the fall of 2012 36 students from across the Dalhousie campus were recruited and through the Starting Lean course enhanced their customer discovery skills. The Starting Lean course was developed by Professors Mary Kilfoil and Ed Leach utilizing the Lean Launchpad model originally developed at the University of California by Steve Blank. The inaugural class includes students from engineering, neuroscience, computer science, science and business. The course is designed to teach young researchers about commercialization and entrepreneurship. The unanticipated outcome was the large number of startups that resulted. There has been significant press coverage on the teams and the course - Starting Lean won Progress Magazine's Innovative program award. 75 community members attended the course showcase event on November 29th and one of the teams, Spring Loaded was offered \$100,000 of startup funding on the spot.

Two teams, [Execute Skate](#) and [Analyze Re](#), were accepted into the Launch 36 accelerator program. They were the only two teams to receive the unanimous support of all 20 mentors at the selection weekend. Analyze Re was one of two teams (out of 8 who completed the program) to receive \$150,000 in follow on funding from BDC at the end of the accelerator program.

The [Purchext](#) Team (three fourth year commerce students), an internet based purchase approval system, was accepted to the prestigious nationally based Next 36 program at the

University of Toronto where they will spend May to mid-August developing their mobile app with the \$80,000 of development money they were awarded. They placed second at Canada's Business Model Competition (\$7,500) and presented at Tech Crunch Alley in late April where they "crashed" a private party and met senior angel investors from Silicon Valley and two celebrity tech investors – Ashton Kutcher and MC Hammer.

The [Sage Mixology](#) team (2 fourth year commerce students) has completed their first round of venture capital (\$250,000), won third place at Canada's Business Model Competition (\$5,000), is listed with both the liquor control board of Ontario and the Nova Scotia Liquor commission and is in the midst of closing their next round of financing.

Based on the success of the Starting Lean pilot, Dr. Mary Kilfoil was asked to lead a second pilot effort to deliver a new [Innovation Course](#) to students across all faculties at Dalhousie. The first Innovation pilot course was offered this fall in the Faculty of Science and the second will be offered in the winter term on the agricultural campus. Additionally Starting Lean will be cross listed at the Masters Level and offered in fall of 2013, winter 2014 and in institute format in the summer of 2014.

Hosting Canada's First Business Model Competition

The inaugural competition was held on March 8th, 2013 at the Courtyard Marriott Hotel. Five teams (all from Dal) competed. The judging panel included Shannon MacDonald regional partner Atlantic from Deloitte, Daniel Boyd, founder of ABK biomedical and a professor in the bio-medical engineering program, Shelley Hessian from Innovacorp, and Joanne MacCrae director of The Hub. The event was funded through an initial gift from Deloitte Canada of \$50,000 (\$30,000 in cash and \$20,000 in-kind) for prize money and supplementary funding was provided by the province and ACOA for the delivery of the event. In June 2013 Deloitte Canada announced a five year \$250,000 gift to support prize money for the national competition.

The International Business Model Competition was hosted at Harvard this year and Dalhousie was represented by two teams – Spring Loaded and Purchext. The competition attracted some formidable teams from universities such as Brigham Young, Harvard, Stanford, San Diego State University, and Pontificia Universidad Catolica (Chile). The Spring Loaded team earned automatic entry to the completion while the Purchext team successfully competed for one of 8 open slots. While our teams did not place in the top 3 positions of the 28 teams competing, they showed well – positive comments received from the organizers. To give you a sense of the scale of the event and the level of competition, the Chilean team that placed in the top 3 was selected from more than 700 teams competing in local competitions in Chile.

Contact us:

For more information about the Starting Lean Initiative or the Norman Newman Centre for Entrepreneurship please contact Dr. Mary Kilfoil (Mary.Kilfoil@dal.ca) or Ed Leach (Ed.Leach@dal.ca)