



design
innovate
create
a better
world

THE CENTRE FOR INNOVATION AND ENTREPRENEURSHIP EDUCATION

Founded in 2012, the Centre for Innovation and Entrepreneurship Education seeks to be the reference in Quebec's college network for entrepreneurship promotion, awareness, education and incubation.

Our Mission

The Centre for Innovation and Entrepreneurship Education (CIEE) is committed to the development of entrepreneurship at Dawson College by offering students structured and tangible opportunities to develop their entrepreneurial skills.

The CIEE's focus is on promoting entrepreneurship as an educational value by supporting extracurricular, curricular and pedagogical activities in a context of sustainable development, social, economic and environmental responsibility and good citizenship.

Our Values

Innovation: find creative and innovative ways to offer entrepreneurship support and training

Collaboration: work with various organizations in the community to enhance service delivery

Responsibility: consider the economic, social and environmental impact of our activities



Our Goals

1. To develop entrepreneurial values as a means to academic success
2. To stimulate innovative and entrepreneurial mindsets
3. To introduce entrepreneurship as a key competency for lifelong learning
4. To bring students to consider the creation or takeover of an enterprise as a viable career option
5. To support student-initiated entrepreneurial projects
6. To act as a catalyst for economic development

Our Means

The CIEE offers four means to achieve these goals:

Extracurricular: by developing extracurricular entrepreneurship training, promotion and awareness activities

Curricular: by developing academic activities related to entrepreneurship

Pedagogical: by helping teachers integrate entrepreneurship into existing curricula

Community: by developing strategic partnerships with the business community and leveraging existing entrepreneurship training and support expertise



Entrepreneurship Education

Entrepreneurship as a key competency for lifelong learning

The aim of entrepreneurship education is to create a wide pool of entrepreneurial individuals better equipped to respond to the increasing need for adaptability in the labour market.

Through various curricular and extracurricular activities we hope to inspire youth to undertake new projects, launch commercial businesses and create ventures with social impact. More generally, students will potentially be better positioned to make a positive contribution to society through more active citizenship.

The goals of entrepreneurship education are

1. to demystify entrepreneurship in order to foster more positive attitudes towards it
2. to develop 'entrepreneurial' competencies

Most people associate entrepreneurship with business studies when, in fact, entrepreneurs emerge from many sectors of activity. We all know of engineers, programmers, nurses, designers, community workers, farmers and circus performers who have taken the leap from student or employee to entrepreneur.

Although the CIEE aims to inspire students to consider a responsible business as a career option, the CIEE views entrepreneurship as a broader concept best described as an attitude or a way of relating to the world.

The following definition of entrepreneurship drives many of the CIEE programs and services:

Entrepreneurship is a dynamic and social process where individuals alone or in collaboration identify opportunities for innovation and act upon these by transforming ideas into practical and targeted activities, whether in a social, cultural or economic context. (Inger Karin Røe Ødegård, Norwegian Directorate for Education and Training, 2006)



What We Do

PROMOTION AND AWARENESS

The CIEE's promotion and awareness activities help sensitize students to entrepreneurship. Activities include:

- **Entrepreneurship Week:**

Set to coincide with Global Entrepreneurship Week, this four-day intensive entrepreneurship camp consists of workshops, contests, high profile guest speakers, access to entrepreneurship training and support organizations and one-on-one mentorship activities. Thousands of participants converge annually on Dawson College to network, share and develop the next big idea. (www.dawsoncollege.qc.ca/eweek). EWeek started with approximately 1000 participants in its first year and grew to 2500 in 2014.

- **Concours Québécois en entrepreneuriat**

The CIEE is the local representative for the *Concours Québécois en entrepreneuriat*. The CIEE is responsible for creating a local contest, selecting a jury and entering winning students in the regional contest. The CIEE has chosen to use the Dawson's Den activity of EWeek in November as the local contest, the winners of which are entered in the *Concours*. Students can win up to \$3,000 in cash prizes. Here is an excerpt from the contest's website:

The Québec Entrepreneurship Contest aims to promote an entrepreneurial culture in Québec among participants of all ages. It rewards the best initiatives in the schools and in business creation. It fills a niche neglected by other contests of this sort by targeting both students and new entrepreneurs who are often about to start or just starting a business. In addition, it is the only Québec contest that provides cash prizes and awards of such high value.

But the Contest is far more than just a contest: it is an organization that fosters the emergence of a new generation of Québec entrepreneurs. Over the years, it has become an important vehicle for economic development in resource regions and large urban areas alike. It has contributed to the rise of young businesses that have benefited from the support, visibility and credibility they acquired as prize winners to develop durable roots, strengthen their foundations and create jobs. (<http://www.concours-entrepreneur.org/en/about-us/mission>)



- **Participation in Startup Weekend**

The CIEE helps prepare students to participate in this annual event. Startup Weekends are 54-hour events where developers, designers, marketers, product managers and startup enthusiasts come together to share ideas, form teams, build products and launch start-ups. Here is an excerpt from the organization's website:

Startup Weekends are weekend-long, hands-on experiences where entrepreneurs and aspiring entrepreneurs can find out if startup ideas are viable. On average, half of Startup Weekend's attendees have technical backgrounds, the other half have business backgrounds. Startup Weekend was founded by Andrew Hyde in July of 2007 in Boulder, Colorado. Its mission is to educate entrepreneurs and build communities around the world. The first weekend saw 78 people attend. It launched a random idea that became a worldwide movement. Startup Weekend quickly became a nexus for early stage startup activity in communities across the globe. By the end of 2010, Startup Weekend had built a network of over 25,000 alumni, 150 volunteer organizers and 60 trained facilitators spread across more than 100 cities in 30 countries. (<http://www.up.co/communities/canada/montreal/>)

- **International Startup Festival**

Every year, the CIEE recruits student to volunteer for the International Startup Festival in July. Here is an excerpt from the festival's website:

The International Startup Festival puts a new spin on entrepreneurship each year with content ranging from back-of-the-napkin ideas to champagne-popping exits. Keynotes, interactive how-to sessions, powerful lessons from battle-scarred founders, and the list goes on. There's nothing quite like Startupfest! (<http://startupfestival.com>)

TRAINING: CURRICULAR

- **Attestation of Collegial Studies (AEC) Program – Venture Creation in the Creative and Cultural Industries**

Creative and cultural entrepreneurs often have to make do with very little support that meets their unique needs as founders of medium to high growth ventures. Many creative individuals are highly skilled in their domains but have fewer of the skills required to start and manage a new venture.

A handful of organizations in Montreal do provide individual support for artists, makers and designers but are limited to helping the self-employed creative entrepreneur or very small ventures. By comparison, Montreal's entrepreneurial ecosystem provides resources to support the tech sector with a variety of activities and services such as accelerators, boot



camps, networking events, workshops and startup weekends. Presently, there are no programs, incubators or accelerators supporting creative entrepreneurship in Montreal.

Dawson College and Cégep du Vieux Montréal are joining forces to bridge this gap in the creative and cultural sector by providing substantial support in the form of an 8 month program. This program will be offered in parallel to an incubation program.

This is a credit program offering budding entrepreneurs in the pre-startup and start-up phase of a new venture, a flexible schedule and experiential pedagogy developed to take account of their unique needs as creative entrepreneurs. Multidisciplinary teams will work together to identify opportunities, develop a value proposition, search for and validate a business model that will then be implemented. The program will be launched in the fall of 2015.

- **Certificate in Entrepreneurship** (*in development*)

Students will be issued a certificate in Entrepreneurship upon completion of a set of requirements, without adding extra courses to their current workload. Students in all programs are eligible to register for the entrepreneurship certificate. In order to receive certificate students must participate in two extracurricular activities, attend one workshop and take two complementary courses related to social innovation or entrepreneurship. The launch of this option will take place in Winter 2016.

- **Integration of entrepreneurial projects in the curriculum** (*in development*)

An entrepreneurial project-based approach to pedagogy will be developed across several programs. We hope to pilot the first iteration in the fall of 2015.

TRAINING: EXTRA-CURRICULAR

- **Introduction to Entrepreneurship Measure - *Volet entreprise*: 15-hour MESRS-subsidized activity**

The CIEE has partnered with YES Montreal to offer a free [15-hour Introduction to Entrepreneurship workshop](#) for full-time students. This extracurricular activity is offered on Friday afternoons, starting in September, for a period of five weeks. The first two iterations of the workshops in 2012 and 2013 were offered to creative sector students only. In 2014, the workshops were open to all sectors. **This measure was cancelled but the MESRS in November 2015.**

- **The Lean LaunchPad Course** (*in development*)

This course will be offered by the CIEE for Continuing Education non-credit and Corporate Training division. It will help budding entrepreneurs develop and validate a business model. Based on the Lean LaunchPad class of Stanford University, this course will offer students a



hands-on approach to launching a new venture using flipped classroom pedagogy, business coaches, mentors and online tools. This course will be available in Fall 2016.

- **Design Thinking for Organizational Change** (*in development*)

This course will be offered by the CIEE for Continuing Education non-credit and Corporate Training division. Based on Stanford University's D-School and IDEO, this course will offer attendees an opportunity to use Design Thinking methods to identify opportunities for change and implement solutions. This course will be available in Fall 2016.

- **École-entreprise** (*in development*)

The *École-entreprise* is a student-run venture within the college. It is an opportunity for students to offer their professional services to the Dawson College community for monetary compensation. A faculty member will support students of select programs in the development of a business centre that will provide services to the college community. Eventually, those services would be made available to the public. Example: graphic design or video services, business services such as marketing plans, etc. The *École-entreprise* will be rolled out in the Winter 2016.

STUDENT CLUBS

- **Social Innovation and Entrepreneurship**

[MyVision](#): A student initiative born in 2014 and a chapter of MyVision Global, this club is the first of its kind at Dawson College. MyVision is a global enterprise and movement of young people whose mission is to solve the world's most pressing issues through social businesses. Founded in Canada, MyVision is developing into the world's largest and most impactful organization in its field. MyVision will work with the ÉTS club, DécliQ on projects proposed for the *École d'innovation citoyenne*. The CIEE provides mentoring support to this student club.

- **Student Club DécliQ:**

[DécliQ](#) is an École de technologie supérieure (ÉTS) student-run club whose goal it is to create social innovation projects in the Innovation District of Montreal. The CIEE facilitates communication between this student club and Dawson College students clubs so that students from both institutions may cooperate on mutual projects.



AMBASSADOR PROGRAM

Dawson College is a proud partner of Concordia University and the École de technologie supérieur in a McConnel Foundation, social innovation and social entrepreneurship program, RECODE.

Two student ambassadors each received a 2000\$ bursary to promote social entrepreneurship on campus.

MENTORSHIP PROGRAM

A database of twenty industry experts and entrepreneurs is available to help and guide budding entrepreneurs through the growing pains of building a commercial or social enterprise. The program will be fully implemented in the fall of 2015.

SUPPORT

- **Support for student projects and entrepreneurship clubs**

Help is available for individual student projects.

- **Train the Trainer** (*in development*)

We can provide on demand entrepreneurship training and entrepreneurial pedagogy training to interested faculty.

LINKS

- **Web Page and Social Media**

The [CIEE's website](#) contains a host of useful information, showcases student projects and accomplishments and presents its programs and services. Social media pages, [Facebook](#), [Twitter](#) and [YouTube](#) feature articles related to entrepreneurship and are used as a means to communicate activities and programs offered by the CIEE.

- **EWeek Videos**

Some of the EWeek speaker and panel discussion videos are available online on our [YouTube channel](#).



- **Testimonials and News**

Our webpage's [testimonials](#) and [news](#) sections showcase student entrepreneurial projects and successes.

- **Useful Links**

Useful links are provided on our website at <http://www.dawsoncollege.qc.ca/center-for-innovation-and-entrepreneurship-education/links/>

INCUBATION (*in development*)

Dawson College and Cégep du Vieux Montréal are close to launching a business incubator for the creative and cultural industries called **iC MTL**. The business incubator for the creative industries will contribute to the development of a “*Montréal ville créative*” and a “*Montréal, ville intelligente*” by leveraging the talent, diversity and density of our applied arts and culture community. Our aim is to act as a catalyst for the emergence, development and success of innovative “low-tech” businesses, social enterprises and organizations in the creative sector. See www.facebook.com/ICMTL and www.dawsoncollege.qc.ca/ic

PARTNERSHIPS

- **École d'innovation citoyenne**

The School for Civic and Social Innovation, known as the *École de l'innovation citoyenne* (ÉIC), is an ÉTS initiative deployed in the Innovation District (*Quartier de l'innovation*) in partnership with multi-level teaching institutions, citizens, community organizations and businesses in the southwest borough.

ÉIC aims to implement initiatives designed to enhance quality of life in the Innovation District from an economic, environmental, social and cultural standpoint. Students of all ages and interested citizens play a central role in these projects and are offered the opportunity to apply their knowledge and skills to real-world projects based in the community and are supported by the expertise offered by the various partners.

The CIEE has been contributing to this project for the last two years and has recently been named an official partner of the ÉTS, along with Cégep Laurendau, in a McConnell Foundation social innovation and entrepreneurship grant called RECODE. Funding for the



next two years should allow the three partner institutions to pursue more interesting projects in the Innovation District.

- **Concordia University**

Dawson College is also a partner of Concordia University in the CHNGR Ambassador Program funded by McConnell Foundation's RECODE grant. Our students will receive a bursary to help promote social entrepreneurship and collectives on campus.

- **Dawson College-Cégep du Vieux Montréal -Cégep de Limoilou**

Convinced of the importance of developing individual and collective entrepreneurship as a means to ensure the personal development of their students, while promoting the creation of new jobs and economic vitality of Quebec, the three colleges are actively involved in the implementation of a common platform for entrepreneurship education by creating centres of innovation and entrepreneurship education in each of the three colleges. The partners will also serve as a model for developing entrepreneurship at the college level to the rest of the Cégep network.

- **Global Entrepreneurship Week Canada**

The CIEE is an official partner of Global Entrepreneurship Week Canada through its promoter, Futurpreneur.

- **Community Partners**

[Biztree](#)

[Carrefour jeunesse Centre-ville](#)

[CDEC Côte-des-Neiges—Notre-Dame-de-Grâce](#)

[CEDEC](#)

[CLD les 3 Monts](#)

[Consulate of the United States in Montreal](#)

[Coopsco](#)

[Développement économique Saint-Laurent](#)

[Développement économique West Island—CLD](#)

[École de technologie supérieure](#)

[Fasken-Martineau](#)

[Fuller Landau](#)

[Fundica](#)

[Futurpreneur](#)

[Gestion Immobilière Quo Vadis](#)

[Google](#)



[La Jeune Chambre de Commerce de Montreal](#)
[MyVision](#)
[Pvisio](#)
[Quartier de l'innovation](#)
[RESO Sud-Ouest](#)
[SAJE accompagnateurs d'entrepreneurs](#)
[Société de développement économique Ville-Marie](#)
[Table des CJE de l'Île-de-Montréal](#)
[Ujamaa Initiative for Black Entrepreneurship](#)
[Yes Montreal](#)

IN THE WORKS

- **Creative Business Cup (2016-2017)**

The Creative Business Cup is the world championship for creative entrepreneurs. Each participating country runs a business concept contest for entrepreneurs within the creative industries and sends the winning entrepreneur/team to the international final each November in Copenhagen, Denmark. This competition will be run by the incubator **iC MTL**.

- **Social Entrepreneurship-Studies Program (2017-2018)**

Inspired by our partner, Cégep de Limoilou's *Programme entrepreneuriat-études* which is in turn inspired by the program Sports-Études, this extracurricular program is available to all students who are curious about social entrepreneurship and/or wish to build a social enterprise to solve pressing social challenges.

It consists of two phases, the Discovery phase and the Engagement phase. In the Discovery phase students learn about social entrepreneurship and social innovation by attending a scheduled activity once a week for duration of two hours. Activities consist of workshops and conferences or video capsules related to social entrepreneurship. In the Engagement phase, students will realize an entrepreneurial project on campus with the student club MyVision and/or in the community with the *École d'innovation citoyenne* under the guidance and support of a faculty member.

This program will be offered in partnership with institutional and community partners leveraging their expertise in entrepreneurship training and support.



ACHEIVEMENTS

- Startup Canada Mentorship Challenge Award 2013
- One of the top four GEW Canada Partners 2013
- One of the top four GEW Canada Partners 2014
- GEW Canada Trailblazer Award 2014
- Colleges and Institutes Canada (CICan) Student Entrepreneurship Award 2014
- Concours Québécois en entrepreneuriat 2014 – Regional first place winner, college division – Leucan Thrift Shop
- Concours Québécois en entrepreneuriat 2015 – Regional first place winner, college division – Meghan Dove Designs
- Alex Izak Levesque winner of Startup Weekend Montreal 2014 – Company Asimov
- Chris Olimpo – Co-founder and Artistic Director, Flatbook 2014
- Anthony Shannon, Co-founder Tunestars, 2013
- Annouchka Tchinniev and Serena Drescher, Co-founders MyVision Dawson and DreamDay Services 2013, 2014
- James Saunders, co-founder of Erudite Science is recognized as an emerging Québec entrepreneur at the C2 Mtl conference.

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