



**YELL Canada's 3rd Annual
VENTURE CHALLENGE –
A Dialogue in Youth
Entrepreneurship**

SATURDAY, MAY 7TH

*SFU Morris J Wosk Centre for Dialogue
– 580 W Hastings St*

#YELL2016 | @yellcanada | www.weyell.org

Welcome Message



Welcome to YELL Canada's 3rd Annual Venture Challenge – “A Dialogue in Youth Entrepreneurship”!

We are honored to have you here, and hope you feel reinvigorated, challenged, inspired, and awed.

Events like this are a reminder that we are all part of something bigger, and that the bright future we all desire comes through hard work, courage, innovative minds, and the support of mentors and champions.

Today there is a mix of educators, students, parents, and business and community leaders in the room, yet we all have something in common! We have a shared vision of supporting the development of our young leaders. I encourage you to speak to someone you don't know and welcome them here! Ask them how YELL or this event has changed how they think and feel about the future!

The future of Canada and our young leaders is consistently on my mind. Did you know that in BC, *only 24% of students feel school is preparing them for a job and only 40% feel school is preparing them for post-secondary education?* Yet 60,000 students in BC will graduate from high school to leave for post-secondary education or start their careers. That's the majority of our young leaders leaving 13 years of school feeling unprepared for “*what's next*”! Unfortunately, these statistics hold true for how parents feel as well. (*BC Ministry of Education 2014/15 Satisfaction Survey*).

But there is hope, and we are in exciting times for the development of our young Canadian leaders! I was honored to recently travel to Toronto to help shape Canada's National Youth Leadership & Innovation Agenda. This agenda will spark a wave of investment and opportunities for our youth, and for the first time ever, Canada has a federal Minister of Youth. The first Minister of Youth is our very own Prime Minister, Justin Trudeau.

To quote Navdeep Bains, our federal Minister of Innovation, Science and Economic Development on why youth innovation is important for the average Canadian: “young people are creative and think outside the box... they challenge the status quo with the best of intentions.”

A sincere thank you to all our mentors, teachers, guest speakers, sponsors, partners, and supporters for making YELL a reality. We couldn't do it without your support and countless hours of dedication to our cause. A special thank you to our presenting sponsor Coast Capital Savings and our Venue Sponsor SFU Innovates and Venture Connection for making this event what it is today.



David Cameron
Executive Director, YELL Canada














Table of Contents



- **AGENDA**
- **SPEAKERS**
- **JUDGES**
- **TEACHERS**
- **STUDENT TEAMS**
- **SCHOOL DISTRICTS**
- **ABOUT YELL**
- **OUR SUPPORTS AND SPONSORS**

Agenda



8:00 am		Doors open – Registration, Coffee & Tea
8:30 am		Start & Introductions
8:45 am		Opening Keynote
9:05 am		Morning Competitions Begin
10:20 am		Break (10 minutes)
10:30 am		Morning Competitions Continue
11:30 am		Lunch (60 minutes)
~12:00 pm		Finalists Announced
12:30 pm		Opening Remarks, Overview of Afternoon
12:45 pm		Afternoon Competitions Begin
3:00 pm		Closing Panel – What’s Next on your Entrepreneurial Journey?
3:30 pm		Winners Announced & Closing Remarks
3:45 pm		Event Concludes

Speakers



KEYNOTE SPEAKER



Matt Corker • People Consultant, The Corker Co.

Matt Corker is the co-founder of the corker co - a people consultancy based in Vancouver, BC dedicated to crafting people strategies that put the heartbeat into business's bottom line. He's worked in and with companies in industries ranging from tech, retail, hospitality, athletics, and higher education. Matt is often relied on for his ability to manage high stakes conversations and projects because he knows how to lead the differentiating factor - people. Matt holds a MBA from the Copenhagen Business School, is a 200 hr Registered Yoga Teacher through Yoga Alliance, a certified Level Two igolu leader, and the author of the book "Getting Over The Rainbow." He is an athletic opportunist, an avid traveler, and loves sharing that extra scoop of ice cream with the love of his life.

EMCEE



Jessica Robson • Freelance Writer / Creative

A self employed freelance writer and creative. She has been working with entrepreneurs, start-ups and established organizations since 2013 to empower them with language that brings their brand to life, honing in on a voice, tone and language that best speaks to the value and impact they create. An alumni of Earls Restaurants and lululemon athletica, her passion for leadership development and creating exceptional employee experiences comes to life in the training and development arm of her business, where she integrates self-development focused practices and programming into existing organizational initiatives. Proof that things can come full circle, she recently contributed to a two year contract to re-work foundational leadership development courses with Earls - bringing her eight years of company experience into integration with her passion for leadership work. A fan of a little side-hustle, she has a handlettering and calligraphy business, and is a founding member of FARMACIE: a long table dinner series committed to creating community around and conversation about local food systems and the people creating sustainable change in Vancouver's food scene.

Speakers



PANELISTS – *What's Next on your Entrepreneurial Journey?*



Sonam Swarup • Ecosystem Manager, The Wellbeing Project

Sonam is driven by good storytelling, big picture thinking and doing things with a socially conscious mind. Currently, she is a coordinator at The Wellbeing Project – a 3-year project focused on both modeling support to social change leaders and cultivating a shift in the culture of the field toward one that is healthier and supportive of inner wellbeing. Previously, she co-founded a social venture that employed immigrant women to teach cultural cooking classes. She has received multiple awards for her work including HSBC Women Leader of Tomorrow for Western Canada and an AMEX Emerging Innovator. She earned her BA from Simon Fraser University in Communications and has studied internationally at Maastricht University in the Netherlands.



Kerry Costello • Co-Founder, HeadCheck Health

Kerry Costello is the co-founder and COO at HeadCheck Health, a company with a mobile concussion test, which she started during her Masters degree in Business. Kerry got a taste for entrepreneurship running a painting company when she was 21 and hasn't stopped building ideas since. She has managed several of Vancouver's best Starbucks stores and was a Product Marketing Manager at BCAA. Known for lending a helping hand, she loves to mentor people on becoming their best selves and achieving their goals.



Yogi Dandapure • Innovation Director of Whitespace Innovation and R&D at lululemon

Yogi has worked in 6 different countries, and for the last nine years Yogi has been working for lululemon, where he has been responsible for various innovations in fabrics, constructions and accessories. Yogi obtained his Masters in Textile Engineering from IIT Delhi.



Michael Moll • Co-Founder & CEO, My Green Space

Michael Moll is a community and technology obsessed social commerce visionary. He grew up in Kenya and came to Canada on a full leadership scholarship at UBC Sauder School of Business. Michael is currently steering the vision for mygreenspace.co, a digital garden planner and seed shop on a mission to make communities more sustainable and resilient. My Green Space™ is a mobile application which simplifies the process of growing fruits and vegetables in any space.

Judges



Jeff Booth • President & CEO, BuildDirect



With Jeff at the helm, BuildDirect stands at the forefront of innovation in the home improvement industry. Jeff applies his deep knowledge of both technology and trends to invent new ways for people to explore, purchase and ultimately interact and connect in the home improvement space. Jeff is an active speaker sharing his experience as an entrepreneur and thought leader on the future of e-commerce and how digital media is changing the world. He has been featured in Forbes, Entrepreneur Magazine, Inc.com, The Globe and Mail, BNN, Bloomberg News, Fast Company and The Wall Street Journal, to name a few. In 2015, Jeff was awarded the BC Technology 'Person of the Year' Award by the BC Technology Industry Association

Paulina Cameron • Director, Futurpreneur Canada



Paulina is an impact-driven leader, bridging the worlds of business + heart. She currently serves as the Director for BC & Yukon at Futurpreneur Canada- a national NPO providing early stage resources, mentorship, and financing to startup entrepreneurs aged 18-39. In 2008, Paulina founded Young Women in Business and grew the organization to be Canada's largest non-profit serving the personal + leadership development of millennial women. Previously, Paulina gained her business expertise working at KPMG in audit and management consulting, obtaining the CPA, CA designation. Paulina frequently coaches + advises rising stars, and is committed to #realtalk in all areas of life.

Diane Delves • President & CEO, Quantum Properties



Diane Delves is the President and CEO of the Quantum Properties Group of Companies, an Abbotsford based real estate development and construction company. Diane is an accredited real estate appraiser and has provided her expertise as an adjudicator and an arbitrator in real estate disputes. Diane is a director of the Urban Development Institute and chairs the Fraser Valley committee. She also serves as a board member at Partnerships BC and is the Vice Chair of the Abbotsford Airport Authority. As a successful female entrepreneur in a male dominated industry, Diane likes to encourage young women to think outside the box with their career choices. To that end, Quantum Properties is the sponsor of the Women in Trades scholarship at the University of the Fraser Valley.

Mandeep Dhaliwal • Partner, Lawson Lundell LLP



Mandeep is a partner and head of the Corporate Group with the law firm of Lawson Lundell LLP. His practice focuses on financing for technology companies, manufacturing enterprises, mining projects, independent power projects and multi-use buildings. He advises on real estate matters, deposit insurance, equipment leasing, mezzanine and subordinated financing, structures and hedging. Recipient of a 2012 Lexpert Rising Stars Award, listed in the 2013 Lexpert Guide to the Leading US/Canada Cross-Border Corporate Lawyers, named one of the top B.C. business professionals under forty in Business In Vancouver's (2012) and recognized in The Best Lawyers in Canada for banking and finance law and project finance law. Mandeep currently serves as a director of the Indian Summer Festival.

Judges



Pindie Dhaliwal • Director of Business Development, Skyrocket

Leading the sales and marketing teams at Skyrocket, a digital branding agency, Pindie has over a decade of experience with innovative startups and established technology companies. Classically trained as a door-to-door sales rep, she peddled chocolate almonds to secure pizza parties in elementary school. Since then she has grown to drive content strategy, to lay groundwork for lead generation teams and to build relationships with enterprise and business clients. She also moonlights as a Co-Founder of CloseFox, a sales acceleration tool that takes the guesswork out of sales follow up.



Brenda Irwin • Managing Partner, Relentless Pursuit Partners, Inc.

RPP is an investment and consultancy team dedicated to active, healthy living in a connected world. Co-founded with Olympian, Simon Whitfield, RPP invests in health technology, sports technology, fitness, and nutrition businesses. Relentless Pursuit Partners is committed to the development of technologies, consumer products and services that enhance health and wellness while promoting an active lifestyle. Brenda is a former life science venture capitalist for Business Development Bank of Canada (BDC). She is a member of Providence Health Care Board of Directors, an organization developing the innovative 'New St. Paul's Hospital and Campus of Care'.



Rizwan Kheraj • Industrial Technology Advisor, IRAP

Rizwan's work in the 80's at the PhD level in psychology (Queen's University) gained him early expertise in human factors and user interface design. Rizwan has led the technical development, and management of customer relationship and web-based business intelligence systems at Knowledge Junction, ISM-BC, MPR Teltech, and Allied-Signal Corporation. He's been a member of the of the IRAP team as an Industrial Technology Advisor in BC since 2006 focused on the software sector (digital media, mobile, web, health IT) and has assisted over 1000 early-stage ICT SME companies by delivering technical, business, and operational advice to his clients' CEOs to help them structure their companies, raise financing, grow their technological platforms and resource competencies, and commercialize their R&D results.



Dr. Sarah Lubik • Director of Entrepreneurship, SFU

Dr. Sarah Lubik is Simon Fraser University's first Director of Entrepreneurship and believes in the power, and need for, interdisciplinary teams to solve wicked problems. She is co-Champion of the Technology Entrepreneurship@SFU program, a lecturer in Entrepreneurship and Innovation at Beedie School of Business and a researcher in technology management, including incubation, university entrepreneurship, commercialization of science-based innovations and innovation ecosystems. She is also the founder and marketing director of her own high-tech startup: Lungfish Dive Systems, and a certified business coach. Sarah holds a BBA (honours) from Simon Fraser University and a masters and PhD from the University of Cambridge.

Judges



Maria Pacella • Managing Director, Shoreline Ventures

Maria has been working with emerging growth companies since 2000, with a main focus on IT-related businesses. She is currently Managing Director, Canada, of Shoreline Ventures, a San Francisco - Bay area venture capital fund. Maria spent eleven years with GrowthWorks Capital Ltd., one of Canada's largest venture capital firms where she invested in and served on a variety of boards, mostly in the areas of enterprise software, e-commerce and med-tech. She holds a BBA from Simon Fraser University and is a CFA charter holder.



Peter Payne • Associate Director, Venture Connection, SFU

Peter has established and run a variety of companies – from the early days of electronic publishing, to medical devices successfully marketed in Canada, the US, Europe and Asia. He's been involved with government organizations, private and public companies, venture capital corporations and not-for-profit groups. Peter earned a Ph.D. (Pathology) from the UBC and was a Clinical Instructor and Honorary Lecturer at UBC's Faculty of Medicine. He is now Adjunct Professor, Beedie School of Business. Peter is also a mentor in entrepreneurship programs for Genome and Life Sciences companies, and a mentor for the SFU Beedie School of Business.



Blake Taylor • Associate, Commercial Real Estate, Coast Capital

Blake is a graduate of UBC's Sauder School of Business where he specialized in Finance and Real Estate and has been a proud member of Coast Capital Saving's Commercial Real Estate team since 2014. As a member of many young professional organizations in the local business community, Blake is keen to learn about the future of local enterprises.



Peter-Paul Vanhoeken • CEO, Fruntfundr

Peter-Paul has over 15 years of experience in finance, investment management and business consultancy. He's held multiple senior management positions with global banks in the areas of corporate strategy, and commercial and investment banking. Enjoying a successful career in international banking, he took the entrepreneurial path. Upon relocation with his family to Canada in 2010, Peter-Paul worked as consultant for several early stage and growth companies. In this period he experienced challenges that young companies face in attracting capital and realized how the venture financing space was essentially not using any of today's available technology.



Praveen Varshney • Director, Varshney Capital Corp

Mr. Varshney has been a principal of Varshney Capital Corp., a Vancouver based merchant banking, venture capital and corporate advisory services firm, since 1991. He is a director or officer of various publicly traded companies including Mogo (Co-Founder) and Hempco Food and Fiber Inc. He is also a Co-Founder of G-PAK and was a former director & CFO of Carmanah Technologies Corp., which became Canada's largest solar company. He is a Toniic member, SVP Vancouver Partner, long-time member of both Entrepreneurs Organization & TiE and on a number of non-profit boards. He is also a past recipient of Business in Vancouver's 40 Under 40 Awards.

Teachers



Kuldeep Gill • YELL Teacher, Richmond District

Kuldeep has been a teacher in Richmond for 15 years. Prior to becoming a teacher, he was a small business representative for CIBC for 6 years. Kuldeep has always wanted to work with kids and teaching was an ideal fit. Having now been teaching business courses at Richmond Secondary and Richmond Virtual School for more than ten years, this is his 2nd year working with YELL and it has been a great experience. He greatly enjoys working with the YELL team and the YELL students.



Jo-Anne McKee • YELL Teacher, West Vancouver District

Jo-Anne McKee is a Business teacher and Athletic Director at West Vancouver Secondary School. As the founding teacher with YELL and the West Vancouver School District, she started YELL with local business partners to bring mentors into the classroom, and create engaging curriculum for senior high school students.



Peter Poka • YELL Teacher, Coquitlam District

Peter has been a teacher in Coquitlam for 21 years. A graduate of UBC he has spent the last 18 years at Gleneagle Secondary in Coquitlam. His main teaching areas are Economics, History, and Geography. He has thoroughly enjoyed his involvement in the YELL Program this year and is looking forward to growing the program in Coquitlam in the coming years.

Student Teams



AroundUAlert is an app that enhances the users' awareness by allowing them to view and share alerts around their area. With this app, we hope to create a community where information related to safety is easily and quickly accessible and sharable. (Coquitlam)

Cering was founded on the belief that everyone deserves to feel safe wherever they may be. We create innovative, wearable technology that provides a sense of confidence and safety to our wearers. Activated with the simple touch of a button, our technology sends a call for help when the wearer is in danger. Embrace our Armour In Disguise. (Coquitlam)

Chargo is an e-commerce business that seamlessly incorporates the functionality of portable wireless Qi charging with backpacks so that you can wirelessly charge your phone while on the go. As students and workers with fast-paced lives, Chargo's ease of use will ensure that you never have to worry about detangling your charging cords or sourcing an outlet. Simply charge and go to stay connected. (West Vancouver)

Essen is an online community that enables people with a passion for cooking to transform their homes into social gatherings to share their authentic home cooked meals. In addition, we offer foodies and gourmets an alternative to a restaurant. Essen connects enthusiasts, with a mutual love for foods, and provides them with the freedom to experiment with their recipes eliminating the need to invest in start-up costs for a traditional restaurant. From a professional chef to a stay at home parent, everyone is welcome to bring the world home. (Coquitlam)

Lazy Gourmet Want to save money on your grocery bill? Want to save time by having your groceries delivered? Lazy Gourmet is a service that enables an exchange between shopper and customer. By connecting grocery shoppers to those who don't have the time to shop, the Lazy Gourmet can earn you money while buying groceries, and provides a convenient service many people in today's busy world need. (West Vancouver)

ModernCook is a two-portal app and website that bridges the gap between professional chefs/passionate cooks and those craving a delicious meal in the comfort of one's own home. Optimizing efficiency, flexibility, diversity, taste, and varying price points, our company revolutionizes the private chef industry by making dinner time quality time again. (West Vancouver)

MoneyBuddee is a solution for easily transferring money between friends. MoneyBuddee markets itself to students. MoneyBuddee saves time and effort when paying or receiving money. MoneyBuddee transfers money in it's system and charges you a small fee. (Coquitlam)

Neu is an energy drink company that strives to provide healthy, clean, focus to students. Using a string of nootropic chemicals, our drink is void of any side effects that can be caused by traditional energy drinks. (Richmond)

Student Teams



QuestMeNow is a platform created for the sole purpose of inspiring and developing an international community of volunteers. Using our platforms, individuals are able to contribute to society while gaining experience in their career of choice. (Coquitlam)

Re:Connect will focus on creating a welcoming community for seniors through an interactive learning experience built around the topic of music. Our idea offers an unique and enjoyable way to allow seniors to rekindle their passions while connecting with their family or other seniors. We provide music lessons for the whole family at their home or at our location. We also want to ensure that seniors can form a community with other seniors, so we offer group lessons rather than private lessons. The goal of our business model is to teach, create a community, and provide seniors with a more active life. (Richmond)

SingStar Corp is the first complete vocal training platform that helps singers find their own singing voice and confidence in a very fun and interactive way. With frequent use of the program which only costs \$6.99 per month, you will find yourself improving way faster as a singer than any other programs out there! When it comes to vocal training, no one does it better than SingStar! (Richmond)

Sozo is a device that gives parents the opportunity to have peace of mind while their child is driving. It allows parents to stay stress free while waiting for their child to arrive home safely. In essence, Sozo will notify you of any reckless driving performed by the operator of the vehicle it is installed in; whether it is speeding, reckless steering, sudden braking, phone usage, or even just going beyond parameters set by you, Sozo will alert you of it all. (Coquitlam)

Stylis A pen designed to convert raw text into digital text through Wi-Fi and 3G technology. It contains a cloud that eases note sharing as well as the capability of handwriting recognition to create a pen designed for YOU. (Richmond)

Sibus is an app that aims to make shopping and eating easier for people whom have specific dietary preferences/requirements. Sibus does this by making information easily accessible through its barcode scanner. (West Vancouver)

ToolBox is a cloud-based web service that enables people to lend and borrow tools, allowing them to make connections, save money, and be more environmentally friendly. (West Vancouver)

Üna is a medical device that attaches to any water bottle to track and record the user's water consumption. Not only does the Üna sensor solve the underrated issue of chronic dehydration, but it also allows users to operate at peak performance. (Coquitlam)

UniForum is a website created by students, for students. Its whole purpose is to expedite and simply the university application process, as well as to establish strong connections between the universities themselves and its prospective/current students. (West Vancouver)

School Districts



Current YELL Partners

West Vancouver / SD 45 (founding partner since 2013)

West Vancouver has 3 secondary schools and approximately 1,100 students in grades 11-12. After graduation, between 85-95% of students go straight into university, college, or technical schools. SD 45 includes the Squamish Nation, Bowen Island and Lions Bay and has about 7,150 students across 17 schools from K-12.

Coquitlam / SD 43 (partner since 2014)

Coquitlam has 11 secondary schools and approximately 4,600 students in grades 11-12. SD43 is the third largest district in terms of student enrollment in B.C. with 31,000 students in 71 schools from K-12. It serves the cities of Coquitlam, Port Coquitlam and Port Moody (Tri-Cities) and the villages of Anmore and Belcarra.

Richmond / SD 38 (partner since 2014)

Richmond has 11 secondary schools and approximately 3,400 students in grades 11-12. Their motto is “our focus is on the learner” and this reflects in the fact that they consistently place in the top 3 school districts in BC for student achievement. Richmond has over 22,000 students across K-12.

YELL Partners starting September 2016

Sea-to-Sky / SD 48 (partner since 2016)

The Sea-to-Sky district has 3 secondary schools with approximately 650 students in grades 11-12. It serves Squamish, Whistler, Pemberton and six aboriginal communities and has about 4300 students enrolled in 14 schools from K-12.

Vancouver / SD 39 (partner since 2016)

Vancouver has 18 secondary schools, and approximately 8,400 students in grades 11-12. SD 39 has 55,000 students across 127 schools from K-12, with 60% of students speaking another language other than English at home.

Burnaby / SD 41 (partner since 2016)

Burnaby has 8 secondary schools with about 3,500 students in grades 11-12. SD 41 was founded in 1906 and has 24,000 students enrolled in 49 schools from K-12, with over 75 languages spoken at Burnaby homes.

YELL in September 2017 & Beyond?!

We believe the entrepreneurial mindset is a life skill, and as such, would like to see exceptional entrepreneurship and leadership courses be offered to high school students across Canada. Over the next 5 years, YELL is looking to partner with school districts across the nation, equipping an entire next generation of young leaders with life skills for any path.

BC has over 635,000 students across 1930 schools and 61 school districts. There are 392 secondary or senior secondary schools in BC and about 60,000 students will graduate from high school this year to enter the workforce or post-secondary.

Canada has over 5 million students enrolled just in public schools from K-12 across Canada. There are approximately 3,500 schools with grade 11 and 12 students across approximately 722 school districts or district equivalents.

About YELL



The Young Entrepreneur Leadership Launchpad (YELL Canada) is a registered Canadian charity with a mandate to support the enhanced delivery of business and entrepreneurship courses in public high schools, free of charge to our school system.

We envision a bright future for all Canadian communities, created by today's youth. To accomplish this, we empower the next generation of Canadian problem solvers by broadening career and post-secondary opportunities, connecting youth to local leaders and mentors, sparking community awareness and civic pride, increasing curiosity in the face of discomfort, and equipping youth with an entrepreneurial mindset rooted in creative and critical thinking and action.

Founded in 2013, YELL has impacted 200 students across 22 high schools (over 20,000 student classroom hours!), and currently supports the delivery of Entrepreneurship 12 in Coquitlam, West Vancouver, and Richmond. We are excited to be doubling our programming in the fall of 2016 to expand our support to Sea-to-Sky, Vancouver, and Burnaby.

We believe that entrepreneurial thinking is a life skill for any path, and that great leadership and innovation comes from learning from those who have already tread the path. Each year our classrooms are connected to over a dozen business leaders and mentors so students can ask questions in person, hear stories, get advice, and receive support in coming up with their very own unique business concept. We help students put great ideas into action.

Over the next 5 years YELL Canada will looking to partner with school districts across the nation.

It takes a community to raise a leader. Perhaps you'd like to:

- Take a YELL course?
- Mentor some students?
- Bring YELL to your community?
- Financially support our ambitious cause?
- Or partner in a unique way?

Please reach out!

Website: www.weyell.org

Contact: david@yellcanada.org

Twitter: [@yellcanada](https://twitter.com/yellcanada)

Instagram: <https://www.instagram.com/yellcanada/>

LinkedIn: <https://www.linkedin.com/company/yell-canada>

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YELL PIONEERS



YELL COMMUNITY VISIONARIES



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