To:                  Dr. Erika Paterson

From:             Joao Pedro Neves

Date:              February 5th 2018

Subject: Increasing an Entrepreneurial mindset on the University of British Columbia campus through the Alma Mater Society’s Entrepreneurship Hub

**Introduction:**The University of British Columbia’s Alma Mater Society has recently launched a new startup company to be available to all students called: The Entrepreneurship Hub (EHub). The EHub was designed by former students in order to increase the entrepreneur mindset on campus and challenge well known universities across the globe. The University of British Columbia (UBC) currently has over 44,000 students; the idea is to increase the general entrepreneurial mindset at the UBC’s campus in order to use all of its human capitalin order to create successful opportunities to students from within. Since 2010, UBC has had 62 successful spin-off companies created and successfully developed. Most of the companies were created due to a scientific research that sought an innovative method to deal with scientific problems. It is important to note that Harvard has been associated with the creations of companies like; Facebook, Airbnb, Fitbit, TripAdvisor, Staples and many more. With twice the number of students, UBC can definitely challenge the strongest universities in the world

As any other new services on campus EHub needs time to mature and create its client base in order to penetrate the student market. The Hub has grown extensively since its soft launch in the 2017/2017 school year. The three former founders have stepped down and have created space for a team of over 15 people. The future is looking bright for the EHub and its aspirations; however, it will depend on how well they can communicate their purpose to students and have them commit to its main purpose.

**Statement of Problem:**

With such a large population of students UBC could nurture these students in order to come up with something big, that will have a greater effect on the general population. EHub can impact these students in a positive way by developing ideas, generating engagement and overall helping students bring ideas to life. However, there needs to be a greater integration of these programs into the student life because there is a lack of communication between students and organizers of such events and specific clubs. Therefore, involving students directly and following up with their progress would be beneficial to the integration of faculties.

**Proposed Plan:**

In order to increase engagement, EHub needs to increase its marketing campaign. Being a new organization on campus there is a lack in terms of the visual and written communication to students. Making a presence on campus is extremely necessary in order to give rise to ideas and to informational opportunities. UBC has a sectioned campus which develops individual circles surrounding the different faculties. For example, Arts students primarily interact with students from their faculty and disregard students from other faculties. By creating events and encouraging teamwork from students in different faculties, EHub will be able to form networking opportunities that will spark ideas and interests in different areas of engagement.

**Scope:**

To assess the current EHub student engagement and opportunities, I plan on pursuing a number of evaluations on the current outreach of the company:

1. How many students have reached out to EHub?
2. How many students have shown interest after an EHub event?
3. What are the demographics of students in relation to faculties?
4. What are the current areas of interest?
5. Do students value the type of opportunity EHub provides?
6. What is the probability projects mentored by EHub will become succesfull?

**Methods:**

My primary data source will be the current number collected by EHub on its most recent events. Knowing the founders personally I will be able to have a deeper sense of numbers and foresight of what is yet to come. Second of all, I will send out an anonymous questionnaire in order to evaluate how valuable students feel the EHub opportunity is to campus and their aspiring professional lives.

At last, I will research on how other universities have used similar companies in order to enhance the entrepreneurial feel on campus. I want to be able to analyze how long it took for student engagement to increase and what potential ideas panned out.

**My Qualifications:**

Working as the Director of Program Development for EHub I will be able to collect these metrics in a quicker and reliable way. I am also a fourth year Economics student, with a great entrepreneurial mindset, therefore I will be able to use my personal experience and research in my area to better analyze this scenario. My association with the founders gives me an even further opportunity for an in-depth feasibility study

**Conclusion:**

As a newly formed Hub by the AMS, the Entrepreneurship Hub has a potential to reach out to students and change the general campus mindset. By having a larger approach to students, Ehub will be able to monitor ideas and help develop them into solid entrepreneur opportunities. By creating a bond between students from different faculties the Hub strives to put together students from different fields who share the same interest. The UBC campus has the human capital and the potential to be a great entrepreneur campus; however, it will only depend on how effective the Hub can be to these students.

Works Cited

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