



Y2 ENTREPRENEUR CONFERENCE

February 2017 Sponsorship
Information

WHAT IS THE Y2 CONFERENCE?



- 2-part event where students between 12 and 18 years learn to bring a business idea from concept to customer validation to presentation
- Participants work directly with experienced entrepreneurs, who volunteer to be mentors, coaches, speakers, judges, or prizes
 - Participants work together in teams, each supported by a dedicated coach
- Dates:
 - Saturday, February 25: Open mic pitches and 2 mini-workshops
 - Saturday, March 4: 1 mini-workshop and final presentations
- Location: Seneca College Markham campus
- Target number of participants: 100

Y2 is unique in its blend of formal workshops and mentoring from experienced local entrepreneurs

WHAT HAPPENS AT Y2



February 25

Time	Activity
9:30am	Welcome and opening remarks
9:45am	Speaker: Steve Lee, 3% Project
10am	Explaining the pitch process
10:30am	Open-mic pitches
11:30am	Vote, short-list ideas and form teams
12pm	Lunch
12:45pm	Mini-workshop (Design Thinking): What is Design Thinking
1:10pm	Work time
2pm	Mini-workshop (Design Thinking): Interpret Needs
2:30pm	Work time
3:15pm	Mini-workshop (Design Thinking): First Iteration and Silent Reviews
3:45pm	Work time
5:15pm	Mini-Workshop: Building an Investor Pitch (Kevin Smith, The Story Architect)
6pm	Dinner
6:30pm	Work time
9pm	Day ends

March 4

Time	Activity
9:30am	Framing the day
9:45am	Mini-Workshop: Effective Public Speaking (Javed S, Khan, EMpression: A Marketing Services Company)
10:30am	Work time (in classrooms)
12pm	Teams submit presentations
12pm	Lunch
1pm	Welcome, opening remarks and introduction of judges
1:15pm	Speaker: TBD
1:30pm	Final presentations
4:30pm	Judges deliberate
5pm	Awards to top-2 teams, and wrap
5:30pm	Dinner
7pm	Go home

THE IMPACT



- 2 conferences: October 2015, April 2016
 - 100+ participants from 15+ different high schools, including teens from York Region, GTA, Oakville, Guelph and London
 - 4 winning teams met with serial entrepreneurs for further mentoring
 - 60+ entrepreneurs from across York Region and the GTA volunteered and worked with the students
- 2 teams have raised \$5500, and continue to build their businesses:
 - Proxi-Meet (Oct 2015) won the Ontario Centres of Excellence’s “Make Your Pitch” competition, which earned the team a \$3000 grant and a place in the Summer Company program
 - Candy Cutlery (April 2016) won the Ideal Incubator’s Business Plan Competition, which earned the team \$2500 in seed money
- More information:
 - Photos and details: y2labs.co
 - Videos of finals: <https://www.youtube.com/channel/UCItTstTScudG9XLCdblps2A>

THE IMPACT: PARTICIPANTS' WORDS



[redacted] added a new photo — with [redacted] and 3 others at Seneca College - Markham Campus.

11 mins · Edited ·

Hands down one of the best experiences in my life.#Y2YouthForYouth



I really want to thank you for organizing the Youth for Youth conference in the previous weeks. It opened my mind and allowed me to learn a lot more about Entrepreneurship! So many people dedicated their time over the weekends to help students like us build, achieve and have experiences that will last with us. I hope these events happen will happen more often - I'd be happy to assist if you were to need any help!

Out of all the pitch competitions I've organized or participated in, Y2 had by far the best network of judges and mentors.... I made some amazing new friends and learned a ton....

Our kids got a lot out of it ... and not just the 'stars' but also the shy ones and middle of the pack ones who need the opportunity!

...it was one of the best and most well-run conferences I've attended. I truly learned a lot, and I will promote this to my friends. My team and I all left Seneca last night in both appreciation of the mentorship we've received from all the coaches,...

THE IDEAS (OCTOBER 2015)



- Lydia's Closet (winner): online app and platform to allow friends to share photos, buy, sell, and exchange clothing
- Proxi-Meet (winner): online platform that identifies potential meeting places in between two locations
- Coconut: online platform to allow students to connect and help each other with homework and studies
- Dream Screen: phone that expands into a tablet-sized screen
- Fix My Course: online platform that allows students to change a course with less guidance counsellor manual intervention
- Kinetics: band that converts movement to stored energy
- Kiwii: online education service to teach financial literacy to children between grades 4-8
- Plug No More: a portable, solar-powered phone charger
- Toronto Boarding Club: creating a place to learn how to skateboard and longboard
- TutorConnect: online platform that enables peer-to-peer tutoring

THE IDEAS (APRIL 2016)



- Candy Cutlery (winner): edible dessert spoons
- Nearby (winner): live-streaming platform that allows users to know what is happening around them in their community
- Actour: website and platform to connect actors, playwrights and investors
- Bindr: website and platform to connect high-school students to job opportunities at small businesses and startups
- BLND: website and platform to connect people looking for authentic cuisine from different cultures with people willing to open up their dining rooms to host these meals (Uber for foodies)
- Golden Block: platform that allows users to design rooms in their home and select desired furniture, and that then searches for lowest-cost options to purchase that furniture
- In-Touch: platform to help connect high-school students with volunteer opportunities
- My Closet: app to help teenaged girls select what to wear, supported by real-time info (e.g., weather) and friends' inputs
- Paralert: tool to help parents monitor their children's usage of social media
- ScholarsWallet: website and platform to help high-school school students understand financial options and considerations that they will face starting post-secondary
- Spotlight My Canada: website to help new Canadians (and soon-to-be Canadians) find resources and information to help them settle in
- Tiq-Toq: integrated platform and app to help high-school students manage their tasks, workload and time

OUR TEAM



Organizing
Team



Workshop
Facilitators



OUR SPONSORS AND PARTNERS



Seneca

Seneca HELIX



 **York Region**

The York Region logo features a blue stylized arrow or swoosh shape above the word "York Region" in a large, bold, blue serif font.

MNP

ACCOUNTING
CONSULTING
TAX

 **MARKHAM**

The Markham logo consists of a red checkmark inside a circle followed by the word "MARKHAM" in a bold black sans-serif font.

 **MARKHAM SMALL BUSINESS CENTRE**
HELPING SMALL BUSINESS GROW

The Markham Small Business Centre logo features a small graphic of a water drop above a green sprout, with the text "MARKHAM SMALL BUSINESS CENTRE" in red and "HELPING SMALL BUSINESS GROW" in blue below it.

 **dacom**

The dacom logo is a teal circular icon with the word "dacom" in a white sans-serif font.

 **fds**

The fds logo is a black square with the letters "fds" in a large, white, sans-serif font.

Richmond Hill
SBEC
Small Business Enterprise Centre

 **VAUGHAN**
Vaughan Business
Enterprise Centre

The Vaughan logo features a blue and green stylized "V" shape above the word "VAUGHAN" in a bold blue sans-serif font, with "Vaughan Business Enterprise Centre" in smaller blue text below.

 **ventureLAB™**
Mentoring | Partnering | Connecting

The ventureLAB logo consists of a stylized orange and white "V" icon followed by the text "ventureLAB™" in a black sans-serif font, with "Mentoring | Partnering | Connecting" in a smaller black font below it.



SPONSORSHIP LEVELS

Level	Headline	Gold	Silver	Bronze
Sponsorship contribution	\$4000	\$2000	\$1000	\$500
Name appears as headline partner	✓			
Logo on website	✓	✓	✓	✓
Option to speak at opening	✓	✓	✓	
Option to speak at finals	✓	✓		
Complimentary participant tickets	6	4	2	2

Sponsorships will help cover costs of supplies, food and prize meals



WHY SUPPORT Y2?

- Help motivated and bright teens accelerate their personal development
- Support a unique experience that brings together high-school students and established entrepreneur mentors and coaches
- Interact directly with 25+ entrepreneurs

Thank you for considering us!