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Ideas Driving Innovators, Exec Dir Univ of Ottawa Entrepreneurship Hub, Maker Movement advocate…
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E-Hub Proto-Ventures (Summer 2015)

Business Design Guild

The Business Design Guild trains student apprentices in the tools and techniques of **business model design** and innovation. Apprentices are expertly trained by a "Master" business design practitioner. As apprentices gain knowledge and proficiency in the tools and technique of business design, they will work with local businesses to explore and leverage their business models. The Business Design Guild is fortunate to have as its Master practitioner **Michael Lachapelle**, a Business Model Generation Certified Trainer, one of 30 worldwide and the only certified trainer in Canada.

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STEAMakers Guild

STEAMakers Guild is a collective of creative makers who co-create **interactive art** and installations for **immersive theatre** experiences. Student apprentices will learn about the advanced technologies, tools and materials that when applied creatively can lead to immersive and participatory digital experiences for theatre audiences and visitors to art galleries and museums.

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Digital Marketing Mentoring and Internship Program

Traditional marketing is having to adapt to a new world of digital content, mobile devices and services and an exploding amount of data. Marketing professionals who do not keep on top of the **rapidly changing world of digital marketing** face early career obsolescence. For young graduates the challenge is even more daunting as few are exposed to modern tools of digital marketing in university. Digital Marketing Ventures will bridge this gap by training student interns in the field of digital marketing with the assistance of local professionals.

- to be delivered in Winter 2016; recruitment in Fall 2015 (3 interns)

- collaborating with Kim Barclay and Meaghan Greene

- IABC student memberships for selected interns

- modelled after Capital Markets Mentorship Program in Telfer

- will design training program after CDN Marketing Association Digital Marketing Online Certificate

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Museum and Gallery Ventures (MG Ventures)

Museum and Gallery Ventures (or MG Ventures) is a creative studio comprising an interdisciplinary team of students who conceptualize, design and prototype innovative products that **transform museum and art gallery collections into digital experiences**.

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Events Planning 2.0 (EP2.0)

Event planning, a traditionally offline industry, is undergoing **a significant transformation in the digital age**. Event management professionals who embrace new tools and technologies will not only enhance event experiences for attendees but will be well-positioned to gain new customers with value-added services. EP2.0 is an exciting new Proto-Venture that will train students in the practice of event management using state-of-the-art digital technologies.

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Young Makers

Young Makers is a social innovation venture launched by the uOttawa Entrepreneurship Hub to introduce 3D printing to vulnerable youth and individuals from disadvantaged backgrounds. 3D printing is not so much about acquiring a technical skill but rather it instills in vulnerable youth a sense of self-efficacy, self-confidence and agency over their learning.

- hired Kristina Djukic (Mech. Eng.)

- 1st pilot with Britannia Woods Community House

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StudIoT

A new initiative led by the Entrepreneurship Hub at the University of Ottawa will give students first hand experience in exploring and experimenting Internet of Things applications in industrial, consumer, security, energy, retail and healthcare. Students from diverse disciplines including electronics, computer science, environmental engineering, business, and the arts to design and discover potential new applications in the emerging IoT field. Hands on experimentation through trial and error validation, iterative design and prototype evolution provides a unique learning-by-doing environment for students keen on developing technological innovation skills for the 21st century.

The University of Ottawa Entrepreneurship Hub welcomes the participation of Ottawa-based technology companies active in the IoT field. Collaboration opportunities include but not limited to: donations of software tools, project mentoring and occasional technical support through on-campus workshops.