# Welcome to U.W Apprentice

# Innovate • Impact •Experience

### Apprentice Is the Premier Case Competition for Waterloo's Most Innovative Students

**Background Info:**

**What is Apprentice?**

U.W Apprentice is a unique entrepreneurial competition where case studies are created with local start-up companies based on real-life problems that they and their industry face. This is the only competition where delegates are able to present their solutions to the actual CEO and officials from the companies. Delegates will have the opportunity to meet other passionate and driven students like themselves. The best students from across the region and province will compete against one another for the title of “The Apprentice”.

Selection of these students are through 2 rigorous rounds—application forms and pre-competition screening. Students participate in back-to-back case studies from start-ups and other companies connected to Waterloo’s entrepreneurship network. U.W Apprentice benefits students, sponsors, our partner school clubs, start-up companies and the universities involved via exposure, network building, marketing, and publicity.

The Waterloo Region has long been dubbed Canada’s innovation hub, and is home to a large start-up community, including organizations like the Communitech Hub, U.W Velocity, and Laurier LaunchPad. Students from the University of Waterloo and Wilfrid Laurier University are world renowned for their high calibre and broad co-op experiences and there is high interest in entrepreneurship within students from all faculties. We aim to inspire, enrich, and educate our delegates with hands-on case experience based on real life problems that start-ups face in this upcoming Regional Competition.

**Competitions**:

**Regional**:

The most recent competition will take place on March 11 – 13, 2016 at the University of Waterloo campus, where four exciting start-ups from the Waterloo community will present a problem to our cohort of 20 delegates & receive creative solutions to create growth, value and tangible impact. The start-ups and their cases provide a diverse picture of the start-up world. This weekend is your chance to show yourself and the world that you have the grit, intelligence, eloquence, and tools to become Waterloo’s next great entrepreneur.

**Provincial:**

In the previous year, we opened the competition to the talented entrepreneurial-minded students at other universities beyond the Kitchener-Waterloo region. This included Queen’s University, Western University, University of Toronto, and Schulich School of Business, among many others. Our executive team is dedicated to growing the competition and promoting U.W Apprentice to the student body across the region and province this year. We are looking to make mutually beneficial partnerships with other school clubs in the near future to support our rapid expansion.

**FAQ:**

**Why should I apply?**

You will get to discover what the start-up world is like, while making a real impact, rapidly improving your skills and making a real impact on the future of the case hosting start-ups. Plus, the winner gets a grand prize of $500.

**What makes U.W.A special?**

We go for depth rather than breadth and provide a massive amount of value, support and exposure for a select group of delegates while providing a unique opportunity to present solution directly to start-up founders, CEOs and representatives.

**What kind of companies host cases?**

We look for early stage start-ups form the local community that have some initial traction and a killer massively impactful problem for you to solve. We aim for a diversity of companies, from mobile apps to third world education and everything in between.

**What are the cases like?**

You will have three hours to hear the case, work with your team and present you ideas afterwards directly to the start-up’s founder/CEO/representative and the rest of the delegates. Each case is important, unique, intense, interesting & a lot of fun.

**Who can compete?**

In the Regional competition, any U.W, Laurier and Conestoga College students can apply to the competition. In the Provincial competition, students from all universities in Ontario can apply. We care more about your ideas and your passion than your faculty or your age.

**What is the time commitment?**

For a Regional competition, you need to be present Friday evening and all day Saturday and Sunday.

**What should I bring?**

A laptop to access the case information, do research, produce a slide deck, submit your solution, and evaluate your peers throughout the weekend. PowerPoint/keynote are crucial, and other software to produce mind maps/graphics/mockups might be a good idea as well.

**Can I apply with a team?**

We require that everyone apply as an individual. The teams are randomly selected for each case, and all of the evaluations and prizes are done on an individual basis.

**How much is the competition?**

The competition price differs from the regional and provincial competition. However, the Regional competition ranges from $25 to $35 and the Provincial competition ranges from $30 to $50. All delegates need to pay a $25 deposit that will be refunded when you successfully complete the competition.

**What should I wear?**

Business Casual.

**Will there be food?**

Yes, meals will be provided throughout the competition, with breakfast, lunch and dinner whenever appropriate. Snacks are provided during meal intervals. Dietary restrictions are accommodated upon request.

**My Question isn’t listed here?**

Feel free to contact us at uwaterlooapprentice@gmail.com or give us a shout via Facebook(Hyperlink) or Twitter(hyperlink).

**Schedule:**

The tentative schedule for Regional Competition is as follows:

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| --- | --- | --- |
| **Friday** | **Saturday** | **Sunday** |
| Check-in  5:30pm – 6:00pm  Dinner  6:30pm - 7:00pm  Speakers  7:00pm - 8:00pm  Networking  8:00pm - 9:00pm | Check-in and Breakfast  8:30am - 8:55am  Case 1  9:00am - 12:30pm  Lunch  12:30pm - 1:30pm  Case 2  1:30pm – 4:30pm  Dinner  4:30pm - 5:30pm  Elevator Pitch Challenge  6:00pm - 7:45pm | Check-in and Breakfast  8:30am - 8:55am  Case 3  9:00am - 12:40pm  Lunch  12:30pm - 1:30pm  Case 4  1:30pm – 4:30pm  Closing Ceremony  5:00pm - 7:00pm  Networking  7:00pm - 8:00pm |

The Provincial competition follows the same schedule as the Regional with an added day for the Semi-Finals Round.

**Past Sponsors & Cases: (LOGO + NAME)**

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| **Past Sponsors:** | **Past Case Hosts:** | |
| * University of Waterloo * Blackberry * Kik * Communitech * Capital One * Conrad Centre * Velocity – University of Waterloo * KW4Rent * ML Partners * Desire2Learn * Wolfram Alpha * Stars Men’s Shops * St. Paul’s GreenHouse * StandwithUs * Watson’s Eatery * Staples * Shawerma Plus | * Kik * Textbooks for Change * Sparkgig * Medella Health * EyeCheck * Infinidy * Nightclub Booth * Fora * Planboard * LibertyBit * Exact Media * MyCareerCity * Lomotune | * Ansik * Qnext * Web Sharx * Student Car Share (Discount Car & Truck Rental) * Your Sarista * Zombie Survival Camp * Beerhopper * GeeseRabbit * Knote * MealInAJar * Piinpoint * Suncayr |

**Keynote Speakers: (PHOTOS OF EACH, I will send you these)**

* **Larry Smith -** Adjunct Associate Professor (link to profile on Conrad)
* **Wayne Chang –** Lecturer, Enterprise Co-op Program Coordinator at University of Waterloo (Link to profile on Conrad)
* **Pearl Sullivan**– Dean of Engineering at University of Waterloo (Link to profile on UW)
* **Stephen Bacso –** Chief Technology Officer at Zootly (Link to LinkedIn)

**Executive Team:**

**(Co-Presidents at top page)**

**Linke for more execs to pop up under each team heading**

**Winter 2016 Team:**

|  |  |
| --- | --- |
| **Co-Presidents & Advisor** | |
| **Tamana Amin** President:  Tamana is a student at the University of Waterloo in her 4B term of Honours Biology, Microbiology specialization along with a minor in Fine Arts. Being an initial founding member, Tamana has seen U.W Apprentice grow extensively from 2013 and hopes to grow it continuously to nation-wide competition. She is passionate about entrepreneurship, social justice, project management, technology and event planning. Tamana plans and oversees all logistics for each competition. | **Ilia Sucholutsky** |
| **Bonnie Mai**  Advisor  Bonnie is a Communications Studies major, with a Business designation, graduate from the University of Waterloo. She's interested in the field of entrepreneurship and has a passion for event planning and management. | |
| **Business Development & Finance Team:** | |
| **Mashal Nasir Husain**  VP of Business Development & Finance  Mashal is a 3A Arts and Business student majoring in Political Science. She is passionate about entrepreneurship, technology and project management. Mashal has successfully completed two Co-op terms working in both the public and private sector, giving her exposure to diverse business activities. At U.W Apprentice, Mashal is the Vice President of Business Development and Finance, organizing and managing the team towards finding sponsors and building budgets to ensure a successful competition. | **Moazam Khan**  Director of Business Development  Moazam is currently in his 4B term of Honours Science, specializing in Biology with a minor in Venture Creation. He is passionate about social innovation and entrepreneurship, particularly in the field of medicine. At U.W Apprentice, he serves as Director of Business Development and is responsible for ensuring sponsorships in order to run a successful event. |
| **Matthew Sefati**  Director of Business Development  Matthew Sefati is in 4B Honours Science. I'm passionate about constantly learning new things and putting myself in new situations, while helping people along the way" | **Fineas Sergiu Tatar**  Director of Business Development  Fineas is a 1B Accounting and Financial Management Student. He is passionate about technology. Fineas has worked in Communitech Rev and start-up services and was exposed to several start-ups. At UW Apprentice, Fineas is the Director of Business Development and Finance, assisting with finding opportunities beneficial to bothstart-ups and UW Apprentice in order to coordinate a successful competition. |
| **Shivam Dubey**  Director of Business Development  Shivam Dubey is in 1B Accounting and Financial Management student who is very keen about entrepreneurship as well as learning about the fundamentals of business that make start-ups successful. He joined U.W Apprentice because he believes it is a fantastic way to understand the daily problems that entrepreneurs face and gain exposure to the different fields encompassed by entrepreneurship. In his free time he loves to read, play sports and listen to music. | **Jenny Zhang**  Director of Business Development  Jenny Zhang is in 1B AFM. She is passionate about making others happy and reaches out to companies for sponsorships and partnerships. |
| **Uzma Nadir**  Director of Finance  Uzma Nadir is in 1B AFM. As a Director of Finance within U.W Apprentice she helps budget and manage the finances of the club. Being in her second term on U.W Apprentice she is very excited to help make this competition even better than the last. In my spare time she enjoys learning about new things, watching funny Youtube videos and cooking. | **Tijil Dewan**  Director of Finance  Tijil is a 2B Economics & Business student at the University of Waterloo. He has always been passionate about learning issues that affect the growth of businesses, and is motivated to be a part of U.W. Apprentice’s Team. As a Director of Finance, I make sure that our team able to hold a competition without any financial constraints. |
| **Competition Team:** | |
| **Kelvin Cheng**  Director of Competition  Kelvin is in 1B Accounting and Financial Management student. He joined Apprentice because he was fascinated by how relevant the cases were to real life scenarios. As the Director of Competition, he works closely with many start-up companies, delegates, and sponsors in order to ensure that the competition runs as smoothly as possible and he hopes to create a memorable experience for all delegates and companies involved. Kelvin is passionate about creating impactful events that are able to help the student body develop their professional profile. At the same time, he looks to learn new skills to help prepare him for his  future aspirations. | **Fahad Al Zaman**  Director of Competition  Fahad is a 3A Economics student with a finance specialization. Carefree, easygoing and creative, Fahad usually helps create a relaxed environment where ideas, of all shapes and forms, are free to flow. Fahad is one of the Directors of Competition at UW Apprentice who has helped reach out to start-ups and build the cases presented at competition. If you see Fahad, don't hesitate to walk over, smile and start a conversation with this awesome and funny gentleman. |
| **Marketing Team:** | |
| **John Lee**  VP of Marketing  John is in his 3A term of Economics at the University of Waterloo. He is passionate about dancing, entrepreneurship, and social justice. At U.W Apprentice, he serves as VP of marketing, coordinating marketing campaigns and ensuring a good turn out. | **Alex Xiao**  Director of Marketing  Alex Xiao is in 1B Mathematics student planning on double majoring in Actuarial Sciences and Statistics. He has a very strong academic drive to be successful in my studies, however he also loves to be active in the community. As a Director of Marketing for U.W Apprentice, his role is to attract students to the case competition. This is done through social media, classroom presentations and pop-up stands. |
| **Vivian Tian**  Director of Marketing  Vivian Tian is currently in 2B Global Business and Digital Arts. She is passionate about designing, loves working with photography and inspiring through the beauty of graphical design, and creative thinking. I am the Director of Marketing - focusing mainly on poster designs and communications. | **Sarah Seung Joo Park**  Director of Marketing  Sarah Park is in 3B Global Business Digital Arts. She mainly designs and create web&print posters, banners, and other designing materials, along with the responsibility for taking photos. She is a curious person who is passionate and interested in many different areas such as graphic designs, traveling, photography, marketing, cultures, cooking, and eating. Recently, she uploads the photos of delicious restaurants and food on my Instagram. |
| **Operation Team:** | |
| **Sundas Riaz**  VP of Operation  Sundas Riaz is in 4B Biomedical Sciences. She is passionate football, urban architecture and innovation within the field of dermatology. At U.W Apprentice she ensures efficiency and stability in regards to various operations within the events. | **Gillian Mai**  Operations Advisor |
| **Haleema Awan**  Director of Operation  Haleema Awan is in her 1B term of Environment and Business. I am passionate about law, entrepreneurship, and corporate sustainability. At U.W Apprentice, I serve as a Director of Operations, organizing and managing to make sure that the competition is successful. | **Fiona Monteiro**  Director of Operation  Fiona Monteiro is a 1B AFM student at the University of Waterloo. She is a Director of Operations in U.W Apprentice. In her spare time, she loves to play tennis. She is also passionate about travelling and hopes that one day is able to visit a place in each continent. |
| **Amy Guan**  Director of Operation  Amy Guan is in 1B Arts and Business, possible majoring in speech communication. At U.W Apprentice, she contributes through interacting with different catering services, and ordering the necessary materials for the up coming U.W Apprentice competition. | **Lorena Diaconescu**  Director of Operation  Lorena DIaconescu is in 2A Computer Science and Business Administration Double Degree. She is an executive on the Operations Team. Throughout her activities with U.W Apprentice, I am involved in the preparation of catering options and food sponsorships for competitions. |
| **Cosmin Marcu**  Director of Operation  Cosmin Marcu is a 2nd year double degree student studying business and computer science, some of the things he’s passionate about include soccer, information technology, and project management. His involvement in U.W Apprentice is in the role of Director of Operations and he’s happy to be a part of such a diverse and experienced team! |  |

**Past winners: (I Will send you all the photos for these guys)**

>>>Image<< -- >>Info<<

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| --- | --- |
| **Jeff Zhang**  Commerce  Queen’s University | **University of Waterloo Apprentice Fall**  **2015 Competition**  **First Place Winner** |
| **Heleng Huang**  Science and Business  University of Waterloo | **University of Waterloo Apprentice Winter**  **2015 Competition**  **First Place Winner** |
| **Ilia Sucholutsky**  Mathematical Finance and Statistics  University of Waterloo | **University of Waterloo Apprentice Fall**  **2014 Competition**  **First Place Winner** |
| **Marisa Benjamin**  Psychology and Business  University of waterloo | **University of Waterloo Apprentice Winter**  **2014 Competition**  **First Place Winner** |
| **Spencer Gardner**  Mathematical Physics  University of Waterloo | **University of Waterloo Apprentice Fall**  **2013 Competition**  **First Place Winner** |
| **Scot Walton**  Management Engineering  University of Waterloo | **University of Waterloo Apprentice Spring**  **2013 Competition**  **First Place Winner** |

**Call to Action:**

**Apply:**

**(we need 3 separate links for this, 1st: application for delegates interested in competing, 2nd: application for students interested in becoming an exec, 3rd: start-ups interested in hosting a case)**

* **Delegates**
* **Executives**
* **Start-ups**

**^the above lists will all have a small application in it, asking for their name, contact info and their interest in UWA (i.e. to be a delegate, to be an exec, or start-up to host a case)**

**Contact Us**

* Sign up for our mailing list for more information
* Twitter(Hyperlink)
* Facebook(Hyperlink)
* Instagram(Hyperlink)