

The background of the entire page is a collage of various images. It includes portraits of several diverse individuals, some wearing headphones, suggesting a virtual or podcast-related theme. There are also images of UBC campus landmarks, such as the clock tower. The text is overlaid on this collage in white.

entrepreneurship@UBC

Immersion Week 2021

Event Report
September 27 - October 1, 2021



Summary

When diversity of thought, inclusive networks and equitable impact connect we find innovation.

Entrepreneurs and innovators work to solve problems at many levels, but the most game-changing solutions come from the collisions of multi-disciplinary experts with a range of backgrounds, skills and knowledge. This year, our second annual entrepreneurship@UBC Immersion Week brought together our UBC and regional innovation ecosystem to educate, build and inspire entrepreneurship through a 4 day event bridging academic and industry environments. True innovation comes from a myriad of ideas that cross sectors, experience and points of view: by uniting our ecosystem, we hoped to mimic this framework through our week-long conference set to bolster our community and inspire intra and entrepreneurship amongst our audience.

2021 saw three tracks of content across our four day agenda:

Track 1: Creative Transformations and How to Build for Change touching on transformative thinking and changing the status quo.

Track 2: Innovation Pathways: Funding, Partnerships and Entrepreneurship, centering around academic institutions as the rich bedrocks of innovation.

Track 3: Entrepreneurial Foundations & Leadership Development, speaking to our pipeline of early-stage entrepreneurs and innovators, connecting them with founders, investors and ecosystem supporters to help build tactical knowledge to hit the ground running.



Challenge

- Connect our UBC and wider regional innovation ecosystem in a meaningful way, creating value and encouraging forward-thinking ideas.
- Unlock access to high profile innovators, exposing ventures to new networks and inviting challenging conversations outside of our regular programming curriculum.
- Encourage our UBC community to share their stories of innovation beyond venture building, encouraging intra and entrepreneurship across faculties.
- Inspire entrepreneurs in our community to think of next level innovation challenging notions about collaboration, diversity of thought, accessibility and inclusivity; along with what type of future are they building for, what does ethical entrepreneurship look like?



Opportunity

- Curate a week-long event packed with content featuring leaders and innovators across industries.
- Bring together our UBC community of collaborators to highlight the different ways researchers and faculty across the university are generating meaningful impacts beyond just entrepreneurship.
- Connect deeper with early-stage innovators and entrepreneurs through curated roundtables and sessions tapping into our themed studio and partner networks.
- Design content that extends our traditional programming to offer innovative workshops and seminars for the entrepreneurial-curious and venture building community.



Outcomes

Event Breakdown

We delivered 25 sessions held over 4 days and welcomed 628 attendees to EIW 2021. This represents a 0.3% increase YoY in registration.

Event types:

Opening Remarks: 1

Panel sessions: 10

Workshops: 2

Fireside Chats: 4

Roundtable Lunches: 4

Faculty Spotlights: 4

This year we introduced two new session types: **Themed Roundtable Lunches** and **Faculty Spotlights**. The themed Roundtable Lunches allowed us to bring together our Studio communities to help create connections and build awareness around the pressing issues innovators are facing in the climate crisis, socially sustainable businesses and human health. Our Faculty Spotlights allowed us to showcase the incredible innovations and examples of entrepreneurial thinking happening across UBC and the many pathways to innovation, outside of venture building.

Much of this year's content was rooted in a theme of diversity, inclusivity and intersectionality as tenets of innovation. We featured a wider range of experts who spoke on topics including *Accessibility in Design*, *Unconscious Bias*, *Bridging Perspectives*, *Breaking the Glass Ceiling*, *Climate Innovation* and much more.

Throughout the week, attendees commented on the diversity of content presented:

"The range of topics was so comprehensive that it was easy for anyone to find exactly what they were interested in learning about."

"I loved the diversity of the sessions and the growth and development of e@UBC was impressive."



Community Engagement

Speakers

We welcomed **77 speakers** to EIW 2021 from UBC, industry and government. In total, **49%** were women, **48%** men and **3%** non-binary or gender neutral. **14%** of speakers hailed from our venture community, and **28%** were associated with UBC, either via student or faculty status. Most notably, speakers from our UBC community increased **187%** from 2020.



Of those affiliated with UBC, faculties and units included:

- Faculty of Applied Science
- Allard School of Law
- The School of Biomedical Engineering
- UBC's Research-based Theatre Cluster
- School of Journalism
- Sauder School of Business
- Arts Amplifier
- Earth, Ocean and Atmospheric Sciences
- The Rideau Centre for Mobilizing Innovation
- The Faculty of Land and Food Systems
- The Faculty of Medicine
- The University Industry Liaison Office (UILO)
- UBC's Sustainability Initiative.

Community Involvement

In addition to our foundational partners and funders, we were privileged to have Scotiabank as a Bronze Sponsor and BLANKSLATE HR as a Community Collaborator. Each supported a panel, bringing their expertise to our community through curated sessions designed to build knowledge and understanding in their respective areas.

Event Partners

Funding Partners:



Bronze Sponsor:



Community Collaborators



Registrant Breakdown

Total registrants: 628

Gender breakdown: **33%** male, **27%** female, **40%** undisclosed

Affiliation breakdown:

Attendee Breakdown	Count
Phase 1	50
Phase 2	5
Phase 3	36
Phase 4 - HATCH	13
Alumni Venture	15
Mentor	39
EiR	18
e@UBC Staff	9
UBC Student	185
UBC Staff/Faculty	65
UBC Alumni	73
Community Member	101
Investor	19
Total	628

UBC affiliation breakdown:

UBC Student Affiliation	Count
Faculty of Applied Science	74
Faculty of Arts	24
Sauder School of Business	56
Graduate and Postdoctoral Studies	3
Faculty of Education	2
Extended Learning	1
Faculty of Forestry	2
Faculty of Land and Food Systems	5
Peter A. Allard School of Law	1
Faculty of Medicine	5
Faculty of Pharmaceutical Sciences	1
School of Population and Public Policy	1
Faculty of Science	23

Staff/Faculty Affiliation	Count
Faculty of Applied Science	17
Faculty of Arts	3
School of Audiology and Speech Sciences	1
BC Cancer Research Foundation	2
Sauder School of Business	2
Blockchain@UBC	2
Bioproducts Institute	1
Creative Destruction Lab	1
Faculty of Dentistry	1
Development and Alumni Engagement	1
Faculty of Education	1
Government Relations	1
Hiring Solutions	1
Faculty of Land and Food Systems	3
Peter A. Allard School of Law	1
Life Science Institute	2
Faculty of Medicine	11
Michael Smith Laboratories	1
Faculty of Pharmaceutical Sciences	3
Faculty of Science	6
Vancouver Coastal Health Research Institute	1
The Office of the Vice-President, Research & Innovation	8

Alumni Affiliation:

Alumni Affiliation	Count
Faculty of Applied Science	18
Faculty of Arts	16
Sauder School of Business	18
Faculty of Dentistry	1
Faculty of Education	2
Faculty of Forestry	2
Graduate and Postdoctoral Studies	2
School of Kinesiology	2
Faculty of Land and Food Systems	7
Peter A. Allard School of Law	1
Faculty of Medicine	7
Faculty of Pharmaceutical Sciences	1
Faculty of Science	13



Session Breakdown

Over the course of **4 days**, we saw an average of **197** attendees per day participate in workshops, panel sessions, roundtables and more.

Of note, the most popular panel session throughout the event, by measure of a Net Promoter Score, was our Fireside Chat with Nicholas Donofrio, Former SVP of Innovation at IBM and Champion of Diversity hosted by Dr. Shannon Bard, receiving an **81+ NPS (or 9.46/10 rating)**.

Our Roundtable sessions were designed to feature our themed Venture Studios and catered to our venture and mentor community, the Social Venture Studio Roundtable was the most popular with a Net Promoter Score of **86+, (or 9.5/10)**.

In total, **27%** of sessions earned an NPS of **71+ or higher** in the “excellent” category. And **55% of sessions** individually received an **NPS of 30+** or higher in the “great” category.

In terms of attendees, our Fireside Chat with Graham Lee hosted by Angie Schick was the most attended session with **98 unique attendees**.

Survey Results

Audience

N= 16

When asked if they would recommend EIW 2021 to a friend, respondents rated it 9/10, with responses translating to an NPS of 69+ which is "great". For reference, EIW 2020 earned a NPS of 39+, representing a 77% increase in NPS.

Net promoter score	What it means
71 to 100	Excellent
31 to 70	Great
1 to 30	Good
-100 to 0	Needs improvement

High level:

- 100% of respondents said the Q&A part of each session was useful
- 94% of respondents said the quality of speakers was "very good" or "excellent"
- 88% of respondents said the quality of content was "very good" or "excellent"
- 67% of respondents said the event was "above" or "well above" their expectations

Top 3 Sessions:

- Fireside Chat with Nicholas Donofrio
- Fireside Chat with Dr. Pieter Cullis
- Climate Innovators Panel with Robert Niven, Dr. Greg Dipple, Sabina Russel and William Johnson

Top 3 Speakers:

- Frans Johansson
- Dr. Pieter Cullis
- Nicholas Donofrio



A theme amongst respondents was their appreciation of the depth and breadth of featured speakers:

"Hearing from speakers about their experience with different ventures."

"Hearing from successful entrepreneurs about their journey."

"Hearing entrepreneurs experience starting up."

"[The value of entrepreneurship@UBC Immersion Week was] learning how to think and talk like an entrepreneur and make use of venture-related advice."

Speakers

N= 8

When asked about their experience as a speaker at EIW 2021, speaker respondents rated it a 9.4/10, with responses translating to an NPS of 75+ which is "excellent".

High level:

- 88% of speakers shared they would participate in smaller sessions for our community in the future
- 66% of speakers felt 90%+ prepared for the event
- 33% participated in other sessions throughout the week as an audience member

Many noted the preparation was helpful in orienting them for the event, citing:

"I really enjoyed the process - it was helpful to have the pre-planning meeting with all participants."

"Giving questions and topics ahead of time for preparation is very helpful."

"The information provided ahead of the session, especially around use of Zoom, and organization, was very clear and helpful."

"Pre-event prep session was very helpful to establish the parameters of the topics to be discussed. Appreciate the advance notices too!"

Marketing Outcomes

High level:

- Saw a **3.5%** increase in subscribers to our entrepreneurship@UBC newsletter, and a **33%** increase in subscribers to our Venture Studio newsletter.
- LinkedIn grew **9.7%** over the course of the campaign, gaining **170** new followers.
- Brought in **1 sponsor and 2 new community collaborators**, giving visibility and creating foundations for future endeavours.
- **2 articles** ([Get Immersed In Entrepreneurship At UBC's Immersion Week entrepreneurship@UBC's Immersion Week Starts Today](#)) published by Techcouver announcing EIW 2021.

Partner Marketing:

Mentioned on social media by UBC accounts: UBC School of Population and Public Health, Faculty of Land and Food Systems, UBC Psychology, Stewart Blusson Quantum Matter Institute, UBC School of Biomedical Engineering, UBC Engineering, UBC Mechanical Engineering, UBC Global Resource Systems, UBC Sauder School of Business, UBC Events Calendar, UBC Cellular & Physiology Sciences, UBC Biochemistry & Molecular Biology, UBC Life Sciences Institute, Applied Science Dean James Olson, UBC Journalism, and UBC Bionics Network.

Mentioned on social media by partner accounts: NanoMedicines Innovation Network, Innovate BC, Valhalla Capital, Valhalla Angels, Foresight Cleantech Accelerator, Life Sciences BC, Techcouver, Switchboard PR, AinIBC, VANTEC Angel Network, Discovery Parks, Nimbus Synergies, Vancouver Economic, Frans Johansson, Biba Cancer Research Foundation, The Small Business Accelerator, Tamer Mohamed, Vancouver Tech Journal, William Johnson, DLA Piper Canada, Meena Sandhu, Mona Ellesseily, Kathleen Reid, New Ventures BC, Jon Jafari, and eFund, Aspect Biosystems.

Mentioned on social media by attendees:





Hiroki Kudo / 🙌採用しています/🌐MerryBiz CEO @hiroki · Sep 27
Excellent opening! [#EIW2021](#)



Kari LaMotte @kari_lamotte · Sep 27

We are minutes away from starting [#EIW2021](#) - this is looking to be stellar. Not registered yet? Click below and come on board!
twitter.com/ubcentrepneu...



Hikma @HikmaCollective · Sep 29

"If history teaches us anything, it's that innovation and disruption can often be problematic." - Joel Bakan
Enjoying interrogations of the concept of "entrepreneurship" from
[@joelbakan](#) [@m_smithdeal](#) [@grounswellsch](#) and Lily Ivanova.
Thanks [@shortishard](#) and [@ubcentrepneur!](#)



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Continued impact:

- 21 sessions recorded with the potential to transform into podcast and youtube video content for carry on effects.
- Additional HR event hosted by BLANKSLATE Partners for ventures in our community to further their HR and hiring knowledge and best practices as they build their company.
- Opportunities to bring in more of the Medici Group approaches to EDI and leadership, as well as with the Research-based Theatre Cluster around how ventures can become better story-tellers while developing more nuanced customer and community relationships.

