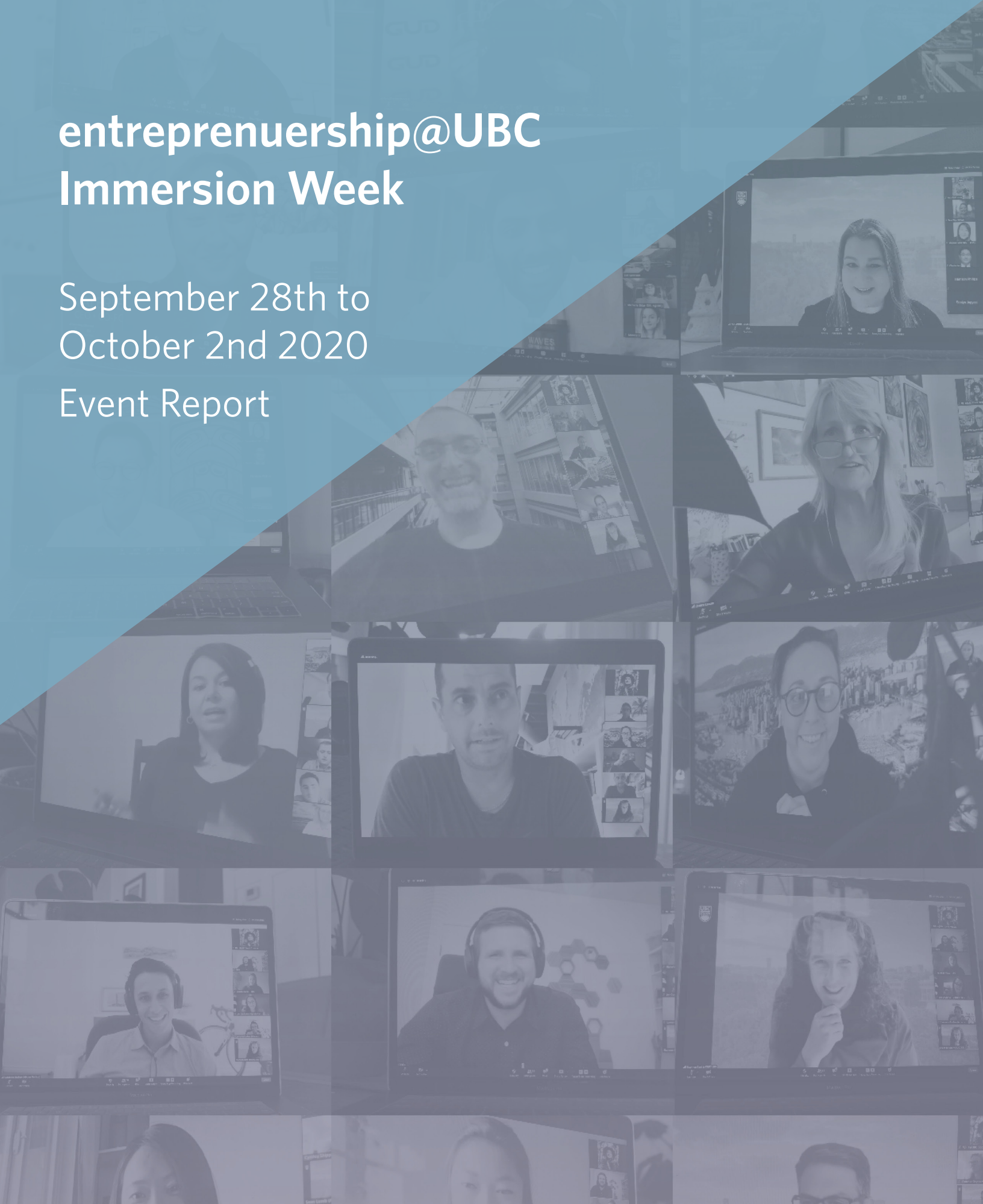


entrepreneurship@UBC Immersion Week

September 28th to
October 2nd 2020
Event Report





Summary

Inspiring entrepreneurship is at the heart of what we do at entrepreneurship@UBC. As UBC's embedded incubator-accelerator, we sit at the intersection of academia and industry, working with a vast network of partners who share in our mission of driving global impact through venture creation. Creating real connections and rich programming designed for various stages of an entrepreneur's journey presented a unique challenge amidst the COVID-19 pandemic in the first half of 2020, and we quickly learned to adapt to the unique circumstances of a rapidly evolving virtual world.

In fall 2020, entrepreneurship@UBC set out to deliver our first ever entrepreneurship@UBC Immersion Week (EIW): a week-long event championing innovation across the UBC community and our regional ecosystem to demystify entrepreneurship in the innovation economy.

An evolution of entrepreneurship@UBC's HATCH Foundation Week (foundational training for newly accepted HATCH Accelerator ventures), we aimed to create an extension of our program, fostering community and creating an unforgettable event experience by inspiring entrepreneurship and entrepreneurial thinking. In addition to this, we wanted to tap into our UBC community of students to create transformative learning experiences through EIW, bringing entrepreneurialism to the forefront of academia as a valuable, and accessible, career trajectory to solve real world problems.

Across EIW's 3 tracks of content, **Track 1: Entrepreneurial Leadership and the Future of Work**, **Track 2: Opportunities in the Innovation Economy** and **Track 3: HATCH Foundations** (exclusive for ventures in our HATCH Accelerator program) our UBC and regional ecosystem came together en masse. Together, we elevated EIW into a conference spanning industries and topics to educate, build and inspire intrapreneurial and entrepreneurial leadership.

Challenge:

- COVID-19 presented an unprecedented challenge that disconnected community and ecosystem growth.
- How do we deliver engaging and compelling virtual content to ventures in our program, while also helping them build their networks?
- How might we activate our ecosystem to further inspire and educate and bring innovators and entrepreneurs together?
- How do we engage our alumni ventures in a meaningful way that provides new growth opportunities for them, while showcasing their progress to current/potential founders?
- How can we engage UBC's student community and inspire the next generation of entrepreneurs to "take a leap" into it as a viable career path?

Opportunity:

- Create diverse and impactful content covering multiple industries, entrepreneurial journeys and leadership pathways with interactive opportunities periods for attendees to dive deeper into speaker expertise and insights.
- Activate our vast network of industry partners, mentors, ventures and alumni network to share their stories as entrepreneurs and innovators.
- Cement entrepreneurship@UBC as a connector and central player in our regional innovation ecosystem.

Event Breakdown

Tracks¹: 3

Sessions: 26

Days: 5

Sponsors: Corporate Recruiters

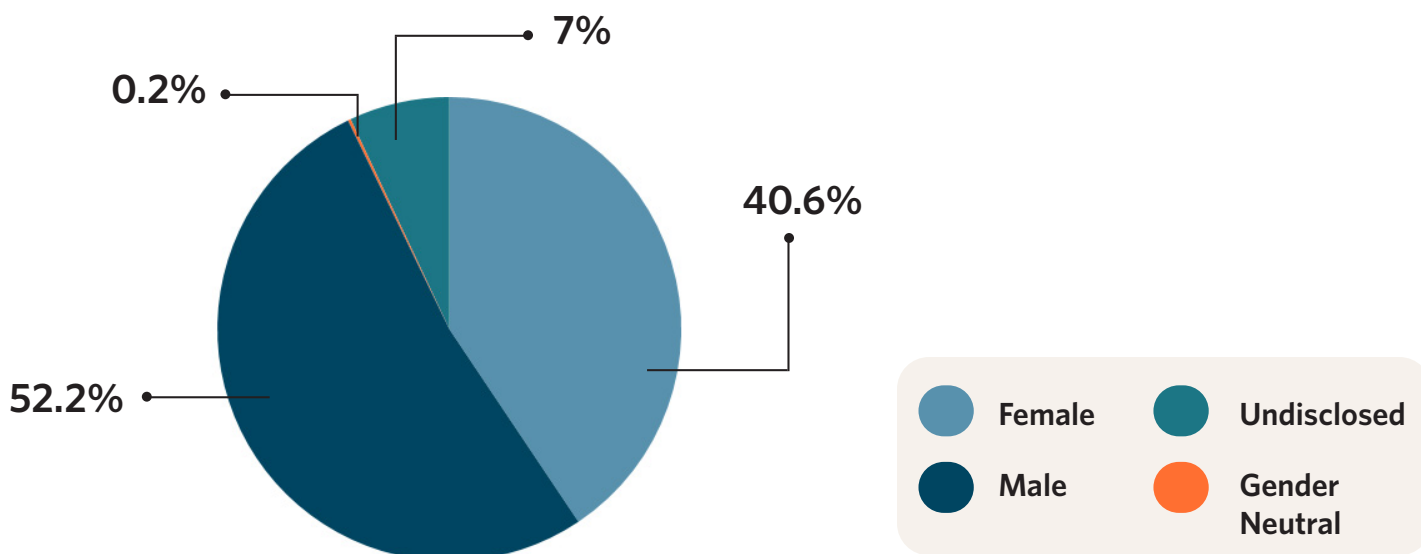
Event Types:

- HATCH Accelerator Foundations²: **5**
- Panel Style Session: **14**
- Welcome Remarks: **2**
- Socials: **2**
- Workshop: **1**
- Fireside Chat: **1**
- Roundtable Discussion: **1**

Attendee Breakdown

of RSVP: 626

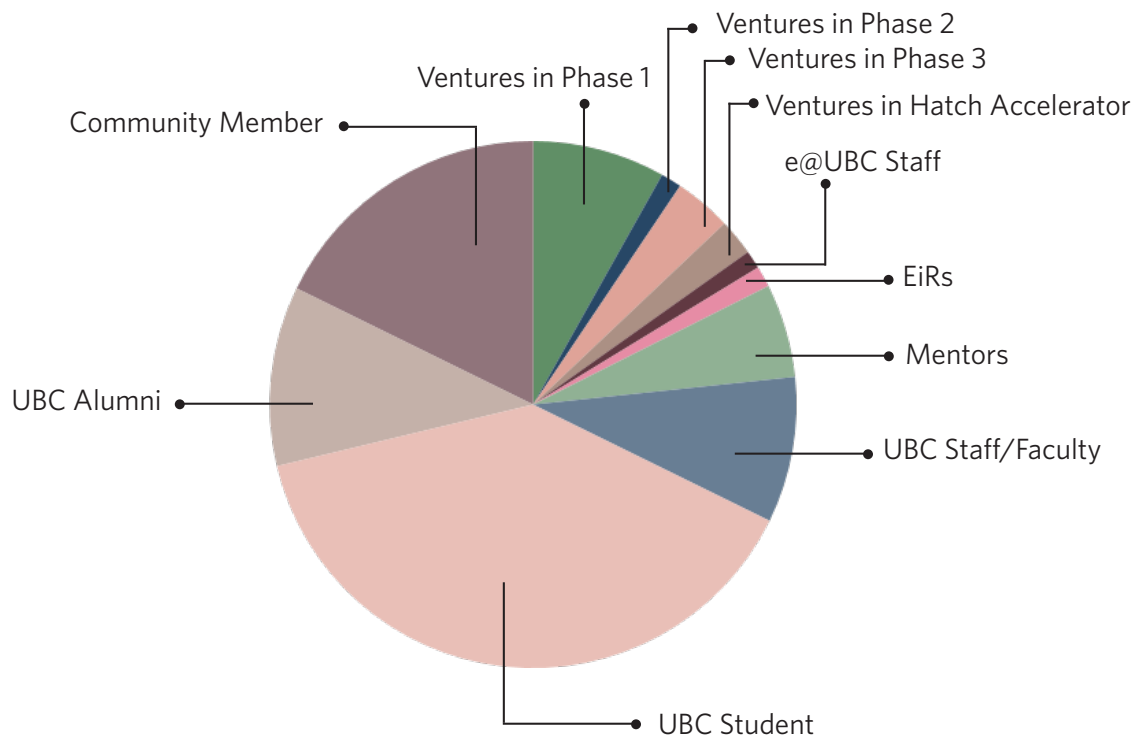
Gender:



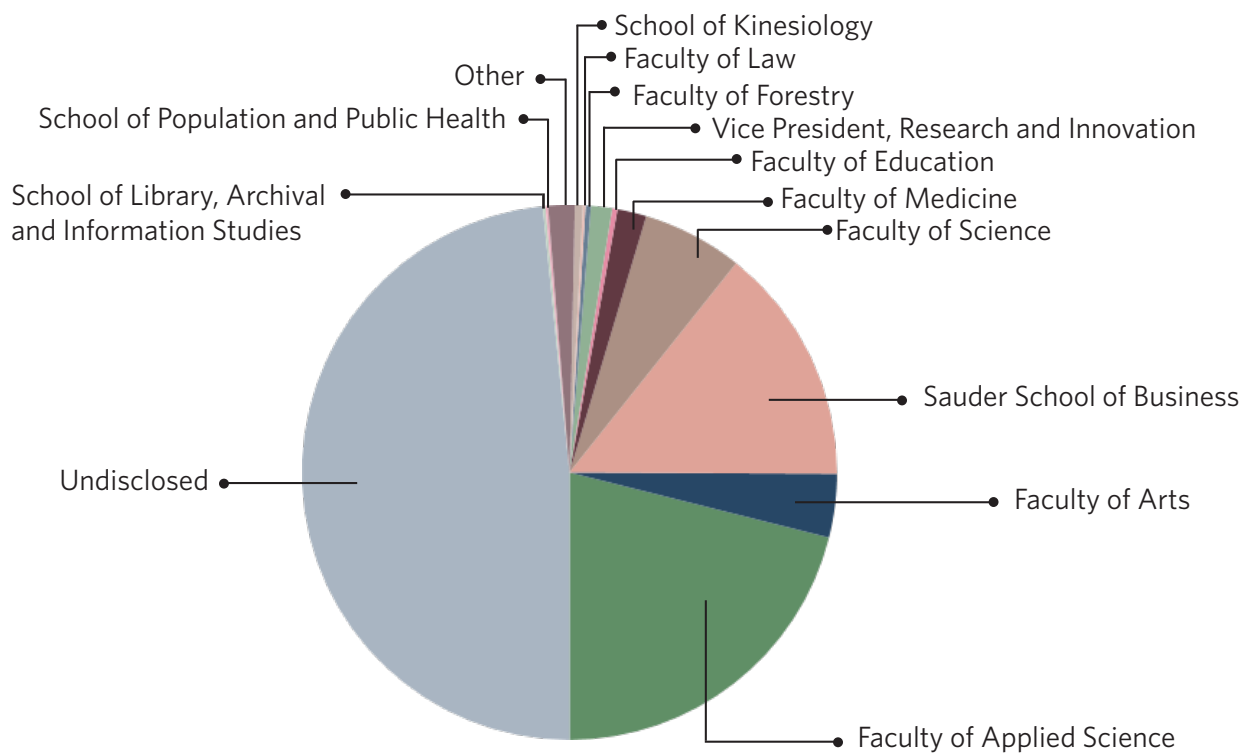
¹For the purposes of this report, we will only be capturing data from Tracks 1 & 2 as they were open to the public.

²Track 3: HATCH Foundations was exclusively for HATCH Accelerator ventures

UBC Affiliation:



Faculty:



Survey Results:

Attendee Feedback

N = 23

Overall experience rating (average): 8.56/10

Given the virtual format, we were able to engage our UBC and regional community nationwide on both the speaker and attendee side, overcoming a typical event issue: access. access. On the virtual format, attendees shared:

"I actually appreciated it being online. It made attending events easier and switching between talks seamless. Another valuable component was the diverse experience of all the speakers." — UBC Student

Participants benefited beyond learning about entrepreneurship and innovation, with one UBC student sharing they found value in "all of the networking and meeting people. I was given so much value in a short period of time, and now I have so many new people I would like to connect with outside (of this event)." This student is now a founder in our CORE Venture Building program.





Community Engagement

At entrepreneurship@UBC, we look to leverage the exceptional talent and expertise that exists across our community of ventures, team members, mentors, Entrepreneurs in Residence and industry partners. As such, we are always striving to provide opportunities to engage them and create opportunities for collaboration.

Throughout entrepreneurship@UBC Immersion Week, we worked with 78 speakers who generously contributed their time and insights in helping to create an amazing experience for UBC entrepreneurs. Additionally, we involved a number of current and alumni ventures across EIW sessions, giving them a platform to share their journeys as well as grow as leaders.

Of the 78 speakers, 52% were female, 23% were current or alumni ventures and 100% of the speakers surveyed shared they would participate at future entrepreneurship@UBC events.

"This was an amazingly valuable experience for me as an entrepreneur who is about to launch her product" — Attendee of our EIW Kick-off Social presented by Corporate Recruiters

High Level Outcomes:



+244 Additions to our Newsletter
(Representative of 4.3% increase)



+2 Articles

From speakers inspired from their experience on the panel:
Entrepreneurial Thinking: What Does it Mean to be an Entrepreneur in Today's World?



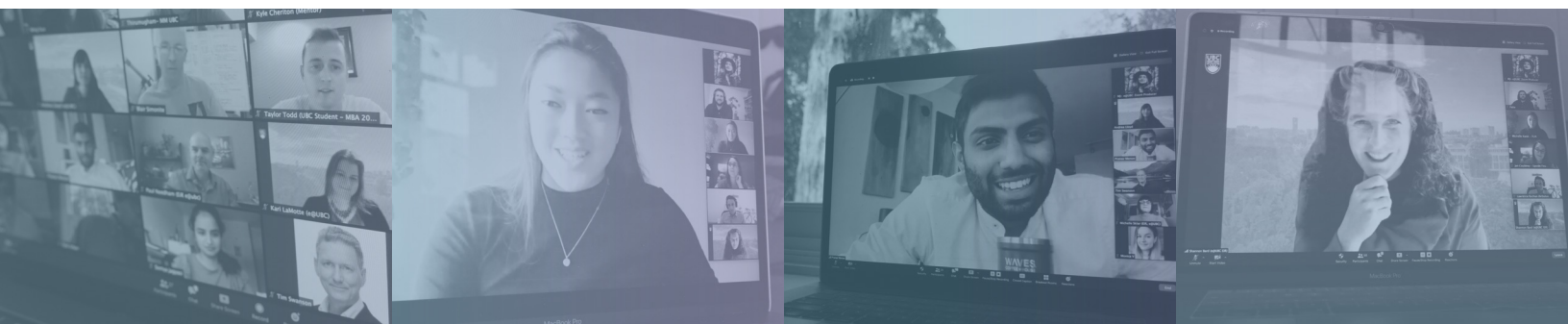
Emre Akkas,
Co-founder GlobalMe:
Wrong Reasons, Unexpected Outcomes: Getting Rich Quickly Through Entrepreneurship



Pieter Dorsman,
Director, Angel Forum & E-Fund:
Entrepreneurship Notes from a Monday morning panel



+1 Press Release on the event from Techcover
Get Immersed In Entrepreneurship At UBC's Immersion Week



Continued Impact

19 recorded sessions several of which we repurposed into content for our YouTube channel and podcast, *evolution*

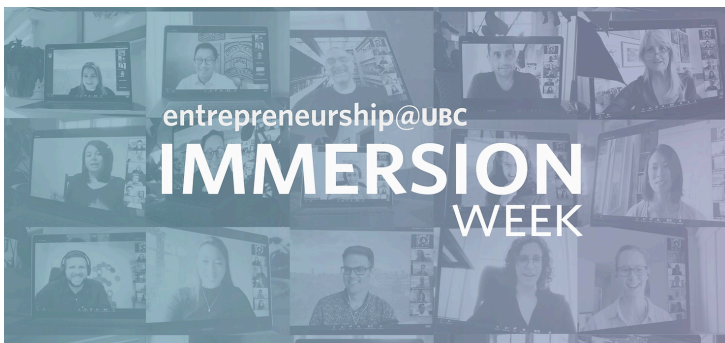


10 Ventures featured on the **EIW Venture Marketplace**, gaining brand awareness and exposure. Ventures included Susgrainable, ChopValue, Gud, etc.



1 collaboration announcement with **Foresight Cleantech Accelerator and Climate venture studio**, designed to help build a strong pipeline for climate ventures at entrepreneurship@UBC

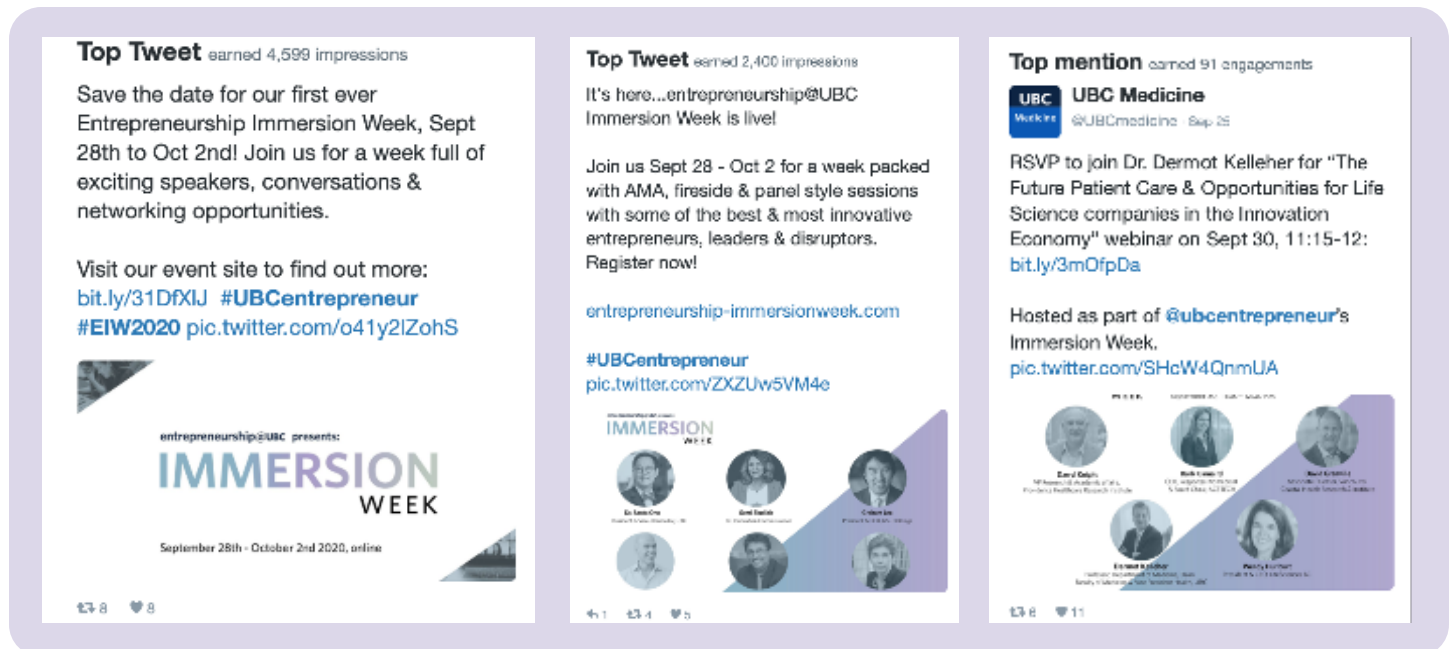
1 blog roundup post capturing the essence of the week and our "7 Key Takeaway"



Our top 7 takeaways from our first-ever entrepreneurship@UBC Immersion Week

Social Media Engagement

- **4,599** impressions on our “Save the Date” post on Twitter August 11th



- **183** followers gained on LinkedIn and **125** on Instagram over the course of the campaign³.
- **18** mentions of the event on LinkedIn.
- Mentioned on Twitter by UBC accounts: UBC Oceans; UBC Graduate Studies; UBC MPT Program; UBC Forestry; UBC Faculty of Arts; UBC Electrical and Computer Engineering; UBC Medicine.
- Mentioned on Twitter by partners and speakers: Innovate BC; New Ventures BC; Centre for Digital Media; Angel Forum; Raghwa Gopal of Innovate BC; Vancouver Coastal Health Research Centre; The Small Business Accelerator; Clir Renewables; Indigenous Clean Health; ChopValue; ABOzymes; FLIK and more!

³The campaign was launched August 11th and ended October 2nd 2020.