Entrepreneurship has captured the modern zeitgeist. It’s a concept that has been glamourized by Hollywood movies and television, with the help of gritty and glitzy, underdog stories of “unicorn” ventures.

Most entrepreneurs will tell you this image is a far cry from reality, however, that shouldn’t diminish the reality of how important entrepreneurship is in a fast changing world.

With the rise of new technologies causing major disruptions across industries, the ability of entrepreneurs to recognize opportunity, adapt, and be resilient will be essential to how economies adjust to this new framework.

But entrepreneurship wasn’t always the buzzword it is today, particularly on university campuses. It took years for the field to establish itself as a legitimate curriculum and research area. It’s a narrative that relates closely to the history of entrepreneurship at the Ivey Business School.

Today, Ivey’s Pierre L. Morrissette Institute for Entrepreneurship serves students and entrepreneurs at multiple levels, providing support through ideation to launch, to managing high growth. And through its Business Families Centre, the Institute has continued to support a segment that has played a defining role in Canada’s past and will continue to ensure the economic health of its future.

With the expansion of entrepreneurship to solve social problems around the world, the Institute has embraced practitioners and research in areas of prosocial organizing and social enterprises. In 2017, the Institute had the honour of hosting a rare special issue conference defining the

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research landscape in the field of social entrepreneurship with many of the top minds in the field.

**Entrepreneurship’s early beginnings at Ivey**

Despite decades of developing entrepreneurs through the Western Business School, and later the Richard Ivey School of Business, entrepreneurship as an academic discipline was first launched in 1995 under the Institute for Entrepreneurship, Innovation & Growth.

During this early term, the Institute was led by David Shaw, and later Ken Hardy. The Institute’s initial focus was to create case studies unique to entrepreneurship and family business, while teaching the core principles of business plan development. However, there were no dedicated faculty in Entrepreneurship.

In the early 2000s, Professor of Strategy, Stewart Thornhill was able to entice Eric Morse, who at the time was teaching at the University of Victoria, to visit Ivey and look into the possibility of teaching entrepreneurship as the discipline’s first dedicated faculty member. Morse recalls meeting the late, former dean Larry Tapp, who asked him to “create an entrepreneurship institute of note.”

Morse and Stewart proceeded to build curriculum, a faculty group and a vision for entrepreneurship at the School. One of the group’s earliest hires was David Simpson, MBA ’88, who was an experienced local entrepreneur. Simpson began teaching courses, such as Leading Family Business, and Entrepreneurial Finance (which remains the most popular entrepreneurship course at Ivey with over 200 registrants each year). New Venture Creation, and Managing High Growth, along with the New Venture Project, formed the foundation of entrepreneurship education at Ivey.

“Unfortunately, the School hadn’t caught up to how enthusiastic our faculty and students had become. They gave us little classroom time; they gave us few classrooms. So it was like a secret society for a while. We would meet in the evening and I would organize the teams... and over time the students started to have fun with this, so the school had to respond and react.”

— David Simpson, MBA ’88

**Enter Pierre Morrissette**

The former group had already compiled an illustrious group of entrepreneurs to form the Institute’s Advisory Council in 1998.

During Morse’s term, former Advisory Council Chairman David Anyon, MBA ’97, of Vintex Inc. proved instrumental in introducing Morse to Pierre Morrissette, MBA ’72, of Pelmorex Media.

“He was passionate about entrepreneurship from the first time I met him, maybe a little skeptical of what the school could do, but absolutely passionate about what the possibilities were going forward,” recounts Morse.

In 2006, Morrissette’s committed $2.5 million to entrepreneurship at Ivey. The funding also allowed the Institute to recruit some of the top academics from both sides of the Atlantic, creating bandwidth to provide more course offerings to students and entrepreneurs. In recognition and appreciation of the gift, the Institute was renamed the Pierre L. Morrissette Institute for Entrepreneurship.

In 2010, Morrissette donated an additional $2 million gift and has continued to be a guiding presence of the Ivey Entrepreneurship Advisory Council.

**Establishing/Creating a Legacy**

Throughout the past decade, the Institute has created a proud legacy of what it does best. Since 2005, more than 2,500 students have completed Ivey’s New Venture stream, and more than 500 students have completed the Certificate in Entrepreneurship, a suite of classes designed to provide the vital tools required for creating a startup.

“From a curriculum standpoint, we take people all the way from idea generation to product in the market, and there are very few places that can do that,” said Morse. Today, MBA students completing the New Venture Project can spend their final semester working on their startup for course credit at the newly established Western Accelerator.

Furthermore, the Institute has grown a number of extra-curricular entrepreneurship experiences. This January, the Institute hosted the 20th edition of the IBK Capital – Ivey Business Plan Competition, an event that has gathered entrepreneurs from across Canada, the United States, Thailand and India. Furthermore, the Institute has added an undergraduate competition with the support of Spin Master Limited in 2017. Other long-standing successes include the QuantumShift program, which has produced approximately 600 graduates during its 15-year run.

“They are Canadian entrepreneurs who are moving the dial, providing employment, adding to the GDP, and our quality of life, and they have a piece of their journey here at Ivey,” said Morse.

The program, which is supported by KPMG Enterprise, the Globe & Mail, and TD Bank, has recently been replicated in the United States due its overwhelming success in Canada. The Institute also created a program specifically for family members taking a leadership/management role in their family business, with FamilyShift”. Furthermore, the Business Development Bank of Canada has partnered with the Institute to create another executive program to arm Canadian entrepreneurs...
In celebrating a decade

of Ivey Entrepreneurship

with the leadership of

Pierre Morrissette, we

have recognized 10 alum

as Ivey Entrepreneurship

Ambassadors. Representing

the graduating years of 2005
to 2014, these students

have been selected for their

achievements, passion and

support of entrepreneurship

at the Ivey Business School.

**TAYLOR ABLITT, HBA ’10**
Co-founder of Diply

**ERIC BRASS, HBA ’05**
Founder of Tequila Tromba

**ERIK MIKKELSEN, HBA ’06**
Managing Partner of Auxo Management LP & Global President of UCIT Online Security / Stealth Monitoring

**TRENT KITSCH, MBA ’07**
Founder at Kitsch, Kitsch Wines, DOJA Marijuana, and SAXX Apparel

**KRYSTYN HARRISON, HBA ’12, MBA ’15**
Founder of Hello Prosper, Unison Design Group, and Uplift Technologies

**CHRIS JANSSSEN, HBA ’13**
Founder of eLengo, and Textbooks for Change

**HEATHER PAYNE, HBA ’09**
Founder of HackerYou and Ladies Learning Code

**TRENT KITSCH, MBA ’07**
Founder at Kitsch, Kitsch Wines, DOJA Marijuana, and SAXX Apparel

**JASON COTTRELL, HBA ’08**
Founder & CEO of Myplanet

**SHAAN BHANJI, MBA ’14**
CEO and Co-founder of FlyEasy Software

**CAROLYNNNA GABRIEL, HBA ’11**
Founded Wilmington Tennis

With the recent establishment of the Western Accelerator, entrepreneurship has shown tremendous growth throughout Western University and its different faculties; and the Institute has played a significant leadership role in providing workshops, courses, and strategic direction.

“We are excited for what the future holds, and we’re just getting started,” said Morse.

In the field of research, Ivey Entrepreneurship hosted the Babson College Entrepreneurship Research Conference in 2014, becoming the first Canadian Institution to do so since 1988. Often considered to be the Olympics of entrepreneurship research, the conference brought together 300 of the world’s top scholars in the field of entrepreneurship. The Institute has also hosted special issue conferences with the field’s top academic journals such as the Journal of Business Venturing and Entrepreneurship Theory and Practice. Ivey Entrepreneurship is also a founding member of the Great Lakes Entrepreneurship Network conference.

Growing outside the Ivey classroom

The popularity of entrepreneurship has also extended opportunities with local high school programs, as well as the Ivey Summer Leadership program for high achieving high school students.

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2018 SCHOLARSHIPS

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<td>Emily Newton, HBA ’19 Candidate</td>
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<td>J. ARMAND BOMBARDIER ENTREPRENEURSHIP AWARD</td>
<td>Brady Johnson, HBA ’18 Candidate</td>
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<td>(J. Armand Bombardier)</td>
<td>Geoffrey Kung, HBA ’18 Candidate</td>
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<td>JOHN R. CURRIE HBA AWARD IN ENTREPRENEURSHIP</td>
<td>Megan MacKay, HBA ’19 Candidate</td>
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<td>Elaine Cook, HBA ’19 Candidate</td>
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<td>DON LANG HBA SCHOLARSHIP IN ENTREPRENEURSHIP</td>
<td>George Yuan, HBA ’18 Candidate</td>
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<td>Austin Baggio, HBA ’19 Candidate</td>
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<td>GUDEWILL ENTREPRENEURIAL AWARD</td>
<td>Devon Bingham, HBA ’19 Candidate</td>
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<td>(The Gudewill Family)</td>
<td>Cathy Chen, HBA ’18 Candidate</td>
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<td>JACKSON FAMILY HBA ENTREPRENEURSHIP AWARD</td>
<td>Braden Ream-Neal, HBA ’19 Candidate</td>
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<td>(Donald K. Jackson Family Foundation)</td>
<td>Aaron Li, HBA ’19 Candidate</td>
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<td>PIERRE L. MORRISSETTE HBA AWARD IN ENTREPRENEURSHIP</td>
<td>Andrew Schneider, HBA ’18 Candidate</td>
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<td>(Pierre Morrissette, MBA ’72)</td>
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<td>QUANTUMSHIFT FELLOW HBA ENTREPRENEURSHIP AWARD</td>
<td>Patrick Ou, HBA ’19 Candidate</td>
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<td>Alyssa Laframboise, HBA ’19 Candidate</td>
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<td>KENNETH R. GOOD FAMILY SCHOLARSHIP</td>
<td>Lisha Fei, HBA ’18 Candidate</td>
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<td>Mike Patterson, MBA ’18 Candidate</td>
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<td>Ethan Wright, MBA ’18 Candidate</td>
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BUSINESS PLAN COMPETITIONS

20th IBK Capital

Team Hello Prosper from the Ivey Business School won the 20th edition of the IBK Capital – Ivey Business Plan Competition on January 19-20, 2018, securing $15,000. Hello Prosper is a mobile application that helps young users build soft skills required to land their dream jobs. The team consisted of Krystyn Harrison, HBA ’12, MBA ’15, Beckie Thain-Blonk, MBA ’18 Candidate and Sam Williams. Second and third place were secured by Team Lapovations from the University of Arkansas and Team WeavAir from the University of Toronto. Read more about this year’s competition at go.ivey.ca/ibk2018

2nd Spinmaster

Team Impedix and RollUP Solutions Inc., from the Ivey Business School shared the first-place prize at the Spin Master – Ivey HBA Business Plan Competition on January 19-20, 2018. With the judges unable to separate the strong contestants, both teams were awarded $9,500. Team Impedix, led by Colin Russell, Josh Redding, Elaine Cook, Austin Haber, Natasha Jain, and Brady Johnson, is a medical device company that will license a medical imaging technology from Western University, and sell it to healthcare providers in the developed world with the objective of improving breast cancer screening. Team RollUP Solutions is a social enterprise that hires individuals with employment barriers to collect and refurbish gently used mobility devices, which are then sold to those in need at a 75% discount. The venture is led by ’18/’19 HBA Candidates, Megan MacKay, Nicole Plant, Grant McNaughton, Leanne McKinnon, Andre Margo, and Emily Stauffer. Read more about this year’s competition at go.ivey.ca/sm2018