

January 2018

# Connections

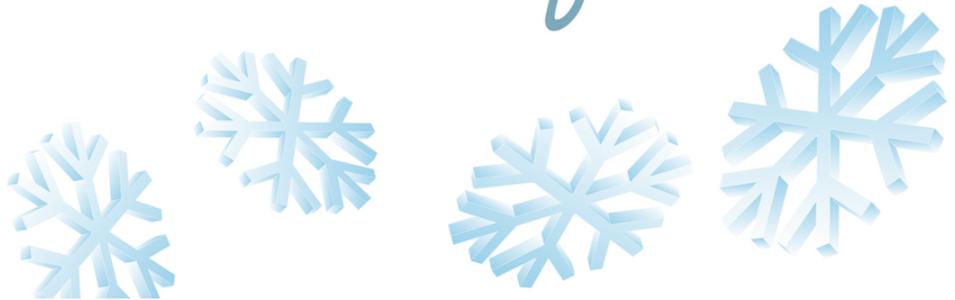
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*Best wishes for the New Year to all our CCSBE members, friends and family around the world from the CCSBE Board.*

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*Best Wishes for 2018!*



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*Visit our CCSBE 2018 Web Site for submission or registration:*  
<http://launchdal.com/ccsbe-2018/>

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## **CCSBE is Excited about the 2018 Conference being hosted this year at Dalhousie University, Halifax, NS (May 3<sup>rd</sup> – 5<sup>th</sup>)**

Dalhousie University is pleased to invite you to the annual Canadian Council of Small Business and Entrepreneurship (CCSBE) conference from May 3<sup>rd</sup> to 5<sup>th</sup>, 2018 in Halifax, NS. Find the full details on the call for papers, workshop and panel discussion proposals, submission guidelines, and important dates on our conference website.




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## COLLABORATING TO BUILD VIBRANT ENTREPRENEURIAL NETWORKS

*Halifax, Nova Scotia welcomes you*

**MAY 3-5, 2018**



 **DALHOUSIE UNIVERSITY** 1818 2018  
Norman Newman Centre  
for Entrepreneurship

**LAUNCHDAL**

[LAUNCHDAL.COM/CCSBE-2018](http://LAUNCHDAL.COM/CCSBE-2018)

Photo Credit: Halifax Regional Municipality

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*We welcome idea sharing, best practices discussions and community building collaborations to facilitate, activate, and jump-start the same entrepreneurial movement we are seeing in our region.*

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### **CALL FOR PAPERS, WORKSHOPS AND PANEL SESSIONS:**

- Paper or workshop proposal submissions due: February 20, 2018
- Early bird conference registration ends: March 2, 2018
- Full paper or final abstract due: April 3, 2018

### **Tracks are dependent on paper themes, and may include:**

- Globalization and Entrepreneurship
- Entrepreneurship Education and Pedagogy
- Building, Launching and Growing Ventures
- Supporting Small and Medium Sized Business
- Immigrant Entrepreneurship
- Technology in the Entrepreneurship Classroom

## Emerging Trend? Co-working Spaces in Shopping Malls

*(Megann Willson, CCSBE Board Member-At-Large)*

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*There are many exciting trends in entrepreneurship across Canada. Here are a couple we wanted to highlight.*

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Are suburban malls the next entrepreneurial frontier? Last night I went to see Shawn Micallef, a Toronto-based writer who talks about urbanism, city building. He was talking about the suburbs or remote edges of urban centres being more affordable places for typical small businesses to get their start. Then this morning I came across an article on what is believed to be one of the first suburban shopping centres in Canada to create a co-working office space in the mall (Erin Mills Town Centre).

The [MindShare WorkSpace](#) was born out of a desire to “fill a space void in Mississauga, to accelerate innovation, and promote a healthy and vibrant 21st century city ecosystem”.



According to founder and CEO, Robert Martellacci, “The MindShare Work Space was inspired by our work in the education space and really redefines the future of work and learning, providing opportunities for Mississauga startups and small business leaders from all sectors to live, work, and play in their own backyard.”

*Why the suburbs and not downtown Toronto you ask?* This project was originally designed to be established in downtown Toronto, but the Management Team of the Erin Mills Town Centre in Mississauga, saw the space as an opportunity to inspire cross-sector collaboration among community members, startups and small business alike - and to bring vibrancy to the suburban mall community, which faced the same challenges as many retail centres.

Integrating state-of-the-art technology, dedicated desks, bookable private offices and meeting rooms, podcasting/video studio, innovative classroom space, professional development and educational workshops, regular meetups, lunch & learn, startup challenges and networking events, weekend workshops for kids and adults in robotics, coding – and of course gourmet coffee and filtered water, the MindShare Work Space may be the model that brings new life to retail spaces in suburbs across the country.

For the full story, see: <http://bit.ly/2CbyXd5>

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*One change that is making a difference is helping startups build a business using a validated business model using customer discovery tools to test and validate business ideas in the market.*

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## **Business Model Competitions Springing Up Across Canada: The University of Windsor**

In the plethora of data released by Statistics Canada each year, two numbers are of particular importance to small business people: about 145,000 new businesses start up each year in this country, and about 137,000 businesses declare bankruptcy each year. Statistics show that 80 percent of new businesses fail within their first year – and over 85 percent of new businesses fail within a few years, often because they try to plan their way to success rather than validate their ideas in the market as they go along.

Dr. Francine Schlosser, Director, Research and Interdisciplinary Learning at the Entrepreneurship Practice & Innovation Centre (EPI Centre) at the University of Windsor launched the RBC EPIC Business Model Canvas Competition in November 2016 and completed the second annual competition this past November. Students and recent alumni from institutions across Ontario are given an exciting opportunity to compete for prize money and mentoring to further validate their business ideas in the market. Winners from this competition go on to Canada's Business Model Competition held in March every year at Dalhousie University.

Applications are currently open for Canada's Business Model competition until January 28<sup>th</sup> (<https://www.bmccanada.ca/>). Last year over 80 student startup teams from universities coast-to-coast across Canada applied for this competition.

Winners from the national competition go on to the International Business Model competition May 10<sup>th</sup> – 11<sup>th</sup> held this year at Brigham Young University. (<http://www.businessmodelcompetition.com/>).

## Hands Across Borders: What's New at USASBE?

Board Member Jay Kryslar, from NAIT, was fortunate enough to serve on the United States Association of Small Business and Entrepreneurship (USASBE) Board as CCSBE's Liaison Officer. Jay was able to learn more about USASBE's very bold initiatives taken to emphasize entrepreneurship education and pedagogy to a larger extent in its mandate and operations.

The upcoming USASBE conference in Los Angeles this January will feature competitive experiential exercises, emerging teaching exercises, and teaching cases, modules, courses, and workshops in entrepreneurship.

We look forward to continuing to build our relationship with our colleagues at USASBE.

### Message from the President: Mary Kilfoil

As we bring in another year, I can't help thinking that if there was ever a time for CCSBE to be relevant and have impact it is now. Momentum is building. Entrepreneurship has become a hallmark of education in Canada's post-secondary institutions. The entrepreneurial imperative has spread across campuses in many dimensions - from curriculum, to support programs, to outreach, to university-wide programs. And the results are nothing short of amazing. We, together, are truly making a difference.

What excites me most about CCSBE's future? I am buoyed by the building excitement around the potential for the Canadian Council for Small Business and Entrepreneurship (CCSBE) to play an important role in the Canadian landscape.

We are very excited about our 2018 annual conference (May 3<sup>rd</sup> - 5<sup>th</sup>) being held at Dalhousie University in Halifax, NS. The theme for the conference, "Collaborating to Build Vibrant Entrepreneurial Networks" is very timely. With the call for papers and workshop proposals being broadly dispersed to academics across Canada and internationally, we are expecting this to be a highly successful conference with academics, practitioners and policy makers attending not only from across Canada, but from the US and further abroad.

We will have a booth for CCSBE during the USASBE conference in Hollywood this January - and if you are there, I hope that you will take the time to stop by and meet the CCSBE team and to learn more about the upcoming conference and opportunities offered by our organization.

As 2018 begins and as we reflect on what has been accomplished by CCSBE over the past year - we have much to be proud of.

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*CCSBE is the only member-based organization in Canada whose goal is to promote and advance the development of small business and entrepreneurship, and is a position to play a key role in providing a collaborative platform for the exchange of ideas, research and best practices among academics, practitioners and policy influencers for the benefit of Canadian small business and entrepreneurship.*

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### *Drop by and see us if you are in the neighbourhood!*

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*We are very happy to house the CCSBE Secretariat at the NNCE Centre – and the Centre will take very good measure to ensure the CCSBE Secretariat is well looked after. Please drop by and visit us the next time you are in Halifax!*

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We wanted to take the time in this edition of the newsletter to tell you about CCSBE's home. CCSBE's Secretariat resides in the Norman Newman Centre for Entrepreneurship (NNCE) at Dalhousie University in Halifax, Nova Scotia. The NNCE is the platform that supports entrepreneurial activity and initiatives across all faculties within the Dalhousie and with external stakeholders in the local and regional community. The NNCE's Launch Dal program provides a broad range of entrepreneurial efforts across the university – a year-round on-campus accelerator, Canada's Business Model Competition, a \$100K Competition, and Launch Pad accelerator for early-stage startups.

We think CCSBE Secretariat's home at the Norman Newman Centre for Entrepreneurship at Dalhousie University is a good one – and a strong fit with the mandate and work of the Centre. Drop by and see us – or drop us a line any time.