

# WHY CHOOSE BETWEEN ENTREPRENEURIALISM AND A SUPERIOR EDUCATION WHEN YOU CAN HAVE BOTH?

When we look at the types of leaders who have redefined the ways we interact with the world, many of them are entrepreneurs who thought they had to choose between innovation and academia.

We refuse to believe it has to be one or the other, so we've created educational ecosystems that nurture the entrepreneurial spirit, while also honouring the educated mind and socially responsible heart.

**NEARLY HALF OF GEN Y'ERS WANT TO INVENT SOMETHING THAT WILL CHANGE THE WORLD, SO WHAT'S STOPPING THEM?**

**BARRIERS TO ACCESS THAT COMPROMISE THEIR OPTIMISM, FINANCES AND PLAN OF ACTION.**

To help you realize your entrepreneurial ambitions, while stimulating your intellectual growth, Huron is:

- Increasing access to early-stage startup funding
- Providing comprehensive support to those who want to start a business
- Connecting you with mentors who are excited about facilitating your success

**ODESSA IS THE WINNER OF THE LONDON SMALL BUSINESS CENTRE'S SUMMER COMPANY PROGRAM AND CEO OF ALLURE BATH & BODY BAR**

Shortly after making her transition from Guyana to Huron, our Career Development team learned of Odessa's entrepreneurial goals and launched into action to help her pursue them.

**Out of 100 students, Odessa was chosen as only one of 16 successful applicants to receive recognition from the program, which included resources to maximize her company's financial sustainability and market reception.**

"My personal career coach at Huron was the one who made me aware of this opportunity," Odessa said. "She not only supported me emotionally, but also checked in throughout the process and was there for me – either by reviewing my business plan or celebrating my successes."

*"Our university offers a wide variety of professional development and networking activities to get involved in, and there are more than enough financial and human resources to go around. This type of environment is exactly what entrepreneurs need to push beyond perceived boundaries and recognize their idea really is viable."*

**ODESSA ANYA OLYFVELDT | 4<sup>TH</sup> YEAR STUDENT**

Honors Specialization, Political Science  
CEO, Allure Bath and Body Co.  
Georgetown, Guyana



# BECOMING A GLOBALLY-RECOGNIZED ENTREPRENEUR

DOESN'T HAVE TO BE COMPLICATED: LEARN HOW HURON SIMPLIFIES YOUR ROAD TO SUCCESS

**Wealthsimple** "the world's most human financial company" was named one of the **FinTech 100**

When you look at the professional journey of Dave Nugent, you see how Huron is uniquely positioned to foster entrepreneurial ingenuity and collaborations.

After graduation, Dave pursued a career in investment banking, but realized that wasn't where his passions truly lay. When his Huron classmate, Mike Katchen, reached out with an idea for a not-yet-named company, Nugent jumped at the opportunity to help get the idea off the ground.

"The Huron connection is what brought us together," shares the former HUCSC President. "When Mike talked about his idea, I wondered, 'Why hadn't someone done this before?'"

Dave admits people were shocked by his leap from a secure career into the unknown, but Wealthsimple's success speaks to the importance of believing in yourself, leveraging connections and taking risks – something a Huron degree readies you for.

"The Liberal Arts teach you **how** to think and problem solve. So, wherever you go in life, it prepares you well for different avenues."



**DAVE NUGENT '08**  
CIO/COO, WealthSimple  
Honors Specialization,  
Political Science  
Toronto, Ontario

**Walk in the footsteps of giants towards a path of your very own:  
BECOME PART OF A UNIVERSITY THAT IS INVESTING IN TOMORROW'S VISIONARIES**

**IF YOU'RE INTERESTED IN CREATING THE NEXT BIG THING, IN PARTNERSHIP WITH WESTERN UNIVERSITY, HURON WILL HELP YOU MAKE A BIG BANG WITH THE FOLLOWING:**

**Propel Entrepreneurship:** access promotional support, pitching and retail opportunities to validate your market and move your idea forward

**The Summer Incubator Program:** prove your product or service deserves seed funding and the chance to partner with high-potential entrepreneurs

**Meet with people who have already recreated the wheel:** take advantage of mentoring opportunities with Huron alumni who have carved out impressive paths with innovative ideas

**Proteus Innovation Competition:** an intense four-month initiative where your team creates a commercialization strategy for a promising technology – with the chance to win up to \$5,000

**Seed Your Startup:** transform your idea from brainchild to marketable initiative – with the potential to earn \$3,000

Lovell Corporation. The Change Generation Report. *How Millennials and Generation Z are Redefining Work*. 2017. <https://www.benefitscanada.com/wp-content/uploads/2017/11/The2017ChangeGenerationReport-Lovell.pdf>