Propelling Success: Stories from Western’s Propel Entrepreneurship Centre

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Western Staff and Leaders’ Conference
Agenda

1. Propel Overview
2. Activity
3. Travis McKenna, Wrist & Rye
4. More Success Stories
5. Wrap-Up
Propel Overview

- Western’s entrepreneurship centre
- Funding from the Provincial Government to focus on youth entrepreneurship (CLA)
Propel Overview

• Mandate
  Exposure
  Experiential Learning
  Economic Impact

• Partnered locally with Fanshawe College and TechAlliance, under ONE
Resources Available

- Co-working space
- Mentorship
- Access to seed funding
- Education & Training
- Design Software
- Community Events
- Retail Operations
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• Annual Pitch Competition
• Two Categories - $3,000 prize
• Applications Close March 7, 2017
Sales oriented summer incubator
Each entrepreneur receives $7,500
Open to all industries
Program runs May – Aug
Applications Close February 28, 2017
PSI 2016

- Over $750,000 sales
- 1,200+ paying customers in 101 countries
- 16 weeks
- 15 entrepreneurs
- 11 teams
- 4 sales interns
- 25 events & shows
- 5,200+ app downloads
- 70+ media hits
- 85,000+ website hits
- 8,300+ Twitter
- 3,200+ Facebook
- 28,800+ Instagram

Social Media Growth
(net new followers)
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Hack Western

• Close to 400 hackers from across ON
• 100 demos pitched on final day
• By students, for students
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Retail Opportunities

- UCC Startup Market
- The Book Store at Western
The Marshmallow Challenge

20 sticks of spaghetti + one yard tape + one yard string + one marshmallow
The challenge is simple:

In 18 minutes, build the tallest free-standing structure out of 20 sticks of spaghetti, 3 feet of tape, 3 feet of string, and one marshmallow. The marshmallow must be on top.
Travis McKenna, Wrist & Rye

– Men’s jewelry company that is an expression of your personality.
– Developed by 2 Ivey grads & 2 Western Grads
Pascal Press

— All-in-one coffee pressure brewer designed for travel.

— Founder

Alan

Founder & Inventor. Thermofluids Engineer.
Booch Kombucha

– Organic fermented tea beverage
– Now have a retail location in London

Shawn Slade and Shannon Kamins
Connect With Us

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