



Welcome to Applied Innovation

Why Applied Innovation?

According to Stats Canada (2016), approximately 11% of all small and medium enterprise owners are under the age of 40. Programs and support systems that encourage students to perceive a new venture as a viable career choice is clearly needed in Canada.

Applied Innovation: Connecting Passions with Purpose, provides innovation and entrepreneurial training for post-secondary students and recent alumni. This program exposes participants to the mindsets of successful entrepreneurs, which encourages them to consider entrepreneurship as a viable career path. Applied Innovation provides hands-on experiential training throughout the innovation and entrepreneurial process. Participants are taught by practicing entrepreneurs, industry experts, and University professors in areas such as problem identification, human-centered design, rapid prototyping, business model canvas, the investor ecosystem, and pitch decks. Participants will have an academic connection to their work through certification, possible course credit, and possible co-ops. How you connect your academics to this program is up to you. It is a case-by-case basis. Through completion of the program, participants will gain the knowledge-base and skill level to be innovators and compete in local and regional pitch competitions, as well as seek funding independently.

How does Applied Innovation work?

Applied Innovation is a blended learning platform that is intended to provide entrepreneurs and changemakers with a framework to work through their ideas. Participants in both streams have the freedom to choose which components they would like to complete. The programs are intended to be completed from start to finish, but you can also pick and choose! Agility's Program Coordinator will work with each participant to ensure they are on track and have the appropriate resources as they work through the milestones of his/her project. The programs can be completed as extra-curricular, or participants *may* be eligible to pursue the program for credit or as a co-op. The programs have been developed so that participants can complete each stream comfortably in 8 months. As it is mostly online, participants are welcome to complete modules from anywhere in the world!

The programs are intended to work together, so as you work through the Advanced Innovator, you may be encouraged to request workshops offered through the Beginning Innovator, and vice versa. Similarly, the programs strongly encourage participants to become involved with the community and share their ideas. The opportunities to learn from industry experts and connect with like-minded individuals are highlighted in the Connect with Community Section. The programs are designed to help participants learn the process of finding an idea worth solving and building a startup in a fail-safe environment. Participants will learn the milestones of starting a business and be ready to take their idea to the community and develop a more robust business plan and seek funding/financial guidance from entrepreneurial supports in the community. Participants are also highly encouraged to consider applying for one of the competitions highlighted at the bottom of the modules.



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For whom is Applied Innovation?

Applied Innovation is for any University of Lethbridge student or recent alumni who has graduated within the last five years. Whether you are a first-year undergraduate or pursuing your Ph.D., Applied Innovation is for you.

What types of projects/business does Applied Innovation support?

Applied Innovation is built to support *any* business or project. This means you can go through the program if you have a business idea for a new venture or if you want to start a charity. Businesses that are either for-profit or non-governmental organizations (NGOs)/non-profit are supported through this platform. Projects like art installations, fundraisers, campaigns, etc. are also eligible to participate in the program.

Even if you do not have an idea, but you would like to contribute to something or explore *how* you can come up with an innovative idea, this program is for you. We have developed **two streams** in the program to help you along your path. The two streams are:

1. The Beginning Innovator
2. The Advanced Innovator

What is Applied Innovation – The Beginning Innovator?

Applied Innovation – The Beginning Innovator is an asynchronous program developed to help aspiring innovators find their passion. If you think you might want to become an entrepreneur or you are interested in innovation, but don't have an idea, this is where you start. The program brings you together with like-minded individuals and helps you see the world through an innovator's eyes. The components of this program focus on the discovery of your passions through hands-on workshops and activities that are fundamental in developing your skills.

Most workshops are only 30 – 60 minutes and you can schedule a time that works for you for a personalized workshop with Agility. During each workshop, you will have time to begin building your project/idea. Upon entering the program, each participant will be encouraged to enter a competition or funding platform. Yes, there are competitions available for participants to enter that don't require you have a functioning business!

Once you have registered the Beginning Innovator stream, you will be enrolled in a Long-Term Moodle Course and you will be contacted by Agility's Program Coordinator for an onboard meeting. This program is your platform for learning. You can start at the beginning and complete ALL of the workshops and take-home components or you can choose 1-2 workshops that fit your needs. This program is completely personalized by you. The program is built in Moodle for a few reasons:

- Experts will be able to provide you with feedback along the way
- Agility & the University of Lethbridge can provide you with badges and certificates of completion after each workshop, section, or the entire program
- You will have a platform to connect and meet with peers who are embarking on the same journey as you

What is Applied Innovation – The Advanced Innovator?

Applied Innovation – The Advanced Innovator is a blended program that is developed to support entrepreneurial ideas. To enter this stream, participants *must* have a business/project idea. It is highly recommended that you come with a friend/partner/team to work through the program with you. If you do not



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have a team, but want to find some supports, please connect with Agility. This stream is highly independent and can be completed through various means. This stream will expose you to entrepreneurship and will encourage you to pursue this programming in conjunction with or continuation through other training; such as, MGT 2800: New Venture Startups, teconnect's boot camp, or Community Future's Chinook Entrepreneur Challenge training. Once you have registered, Agility will discuss your personal plan during your welcome meeting. There are many other avenues in which you can explore programming if any of the aforementioned paths do not work for you.

This stream exposes innovators to like-minded individuals and helps cultivate a culture of exploration and a space for innovators. The components of this program are based off of the Lean Canvas Model and will expose you to other thought leaders in entrepreneurship. In order to complete the programming, participants will have access to *Running Lean* as a guide to help them through their journey. Participants work on iterations of their business model and continually practice validation of their ideas. Not only will participants be encouraged to complete take-home components specifically tailored to their business/project idea, but they will also be encouraged to engage with community and seek external resources. Because each idea is unique, it is likely that each participant will engage in different workshops and events. Appropriate workshops and events can be shared and discussed with the Agility Program Coordinator. Furthermore, to help you along your way, Agility will work with each innovator to match them with appropriate mentors and community members. Depending on your plan, Agility will work with you to provide appropriate opportunities in funding and training. Upon entering the program, each participant will be encouraged to indicate the intent to enter a competition or funding platform.

Once you have registered for the Advanced Innovator stream, you will be enrolled in a Long-Term Moodle Course and Agility will connect with you to conduct a welcome interview. This program is your platform for learning. You can start at the beginning and complete ALL of the workshops and take-home components or you can choose 1-2 workshops that fit your needs. This program is completely personalized by you. The program is built in Moodle for a few reasons:

- Experts will be able to provide you with feedback on your hand-in components along the way
- Agility & the University of Lethbridge can provide you with badges and certificates of completion after each workshop, section, or the entire program
- You will have a platform to connect and meet with peers who are embarking on the same journey as you

What are the learning outcomes of Applied Innovation?

Applied Innovation exposes students and recent alumni to five main outcomes, which are as follows:

1. Promote entrepreneurship for Alberta students and recent graduates by fostering the delivery of relevant training and real-life work experiences;
 - a. Many people struggle to see themselves as innovators and entrepreneurs and this program teaches the skills needed to identify problems and use human-centered design to propose possible solutions to everyday challenges.
2. Promote entrepreneurship as a desirable career path helping to grow our knowledge-based workforce;
 - a. This program exposes participants to the mindsets of successful entrepreneurs, which will encourage them to consider entrepreneurship as a viable career path.



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3. Maximize opportunities for participants to learn necessary skills and access valuable entrepreneur support in a practical, experience-based learning environment where they can explore self-employment, apply learning and gain confidence;
 - a. Each participant will either solve a proposed real-world problem or discover the feasibility of their own idea. Completion of the process, regardless of the success or failure of the idea, will build valuable skills for the participant.
4. Enable meaningful mentorship and access to entrepreneurial expertise.
 - a. This program will expose participants to experts in their field of interest, as well as the supports available through the University for innovators and entrepreneurs.
5. Build a stronger entrepreneurial culture.
 - a. Through this program, all stakeholders will promote their knowledge and expose participants to the entrepreneurial ecosystem already present in Lethbridge and Southern Alberta.

Got Questions?

Contact Agility!

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