2021 Venture for Canada Training Camp
The COVID-19 pandemic is a rare historical event, which clearly marks a critical juncture in global history. From the ashes of this crisis, there is the opportunity to reimagine the world and the kind of society we want to live in. The past year further demonstrated the broken nature of many social systems, the extent of social inequities, and the continued prevalence of systemic racism and discrimination.

This, together with the rise of automation, means entrepreneurial skills are more important today than ever before, and we know that the most effective way to develop entrepreneurial skills is through learning from experience.

You were selected from a very competitive pool of over 1700 because of your entrepreneurial potential. The Venture for Canada Fellowship program provides you the opportunity to develop it.

Toni Morrison once wrote: “From my point of view, which is that of a storyteller, I see your life as already artful, waiting, just waiting and ready for you to make it art.” Our goal is to help you own your story. We can’t wait to see the impact you will create in your careers, and always remember: the best is yet to come.

You belong here.

Scott Sturrett
CEO & Founder

Gina Patterson
Director of Programs

Anna Smith
Mereb Hagos
Hannah Consit
Touhami Abi
Erin Remai
Jillian Martin
Lifelong Learning

Too many educational experiences provide us with the wrong impression: that learning is, at some point, complete. In reality, our bodies are designed to learn -- and our brains thrive on the experiences of new challenges and new neural pathways. To us, a life of learning is one of exploration, curiosity, and growth: all incredible things, which many of us struggle to connect with in a traditional educational environment.

By offering a training curriculum that prioritizes choice, community, and reflection, we’re aiming at a learning experience that feels great -- inspiring you to keep up the learning long after your Fellowship is complete -- but also helping you build the skills to learn, and to lead from a place of learning. Like any skill, it takes time and practice to feel comfortable -- but it’s worth the journey.

Just in Time (vs Just in Case)

The concept of a “Just In Time” training model is one that is built to be responsive and unique to your requests and needs. That includes creating opportunities for you to lead content design and delivery; for your (prospective) employers to influence what concepts we teach; and again, for you to choose what you focus on.

Core Skills > Professional Skills

We hear it (almost) every day: employers don’t fire for hard or technical skills -- those can be taught quickly. They fire for core skills.

Our curriculum focuses on soft, transferable, human skills (to us, core skills) over hard or technical (here, professional skills) because of this reason, above, and because we know from experience that the work of an entrepreneur requires creativity, flexibility, ideation, teamwork, problem solving, design, and more. These are the skills you’ll see take precedence in your Training Camp curriculum.

Don’t worry, though: four professional skills tracks offer five sessions each on Sales, Marketing, Operations, or Customer Success. Focus on one, or take in a bit of all -- it’s your choice.

Key Dates

<table>
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<tr>
<th>Key Dates</th>
<th>Date</th>
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<tbody>
<tr>
<td>Fee Payment</td>
<td>June 22, 2021</td>
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<tr>
<td>First Day of Camp</td>
<td>July 5, 2021</td>
</tr>
<tr>
<td>Last Day of Camp</td>
<td>July 23, 2021</td>
</tr>
</tbody>
</table>
MANDATORY: Required, ‘Everybody’ Content

Over the last seven years, a set of competencies and experiences have emerged as an equation for the development of entrepreneurial skills and mindset in young Canadians like you. These inform a set of mandatory, live sessions for all the Fellows in your cohort.

SOME OF THEM YOU MIGHT ALREADY BE ABLE TO PREDICT:

Design Thinking w/ Melanie Robb, Chloe Beisheim & Joanna Tinus, Queen’s Innovation Centre

Leading from your Values w/ Jillian Martin, VFC Training Team

AND MAYBE OTHERS ARE A BIT OF A SURPRISE

Exploring Entrepreneurship: a panel of entrepreneurial leaders from across Canada share their diverse and remarkable journeys

Perfectionism w/ Scott Stirrett, Founder & CEO of VFC

But together, they make up the singular journey that everyone in your cohort will complete.

Mandatory sessions are scheduled between 11AM - 3PM Eastern every day, and many will include brief pre-reading or homework to be done on your own time.

CONTENT

CHOICE: Build Your Own Curriculum

It’s the thing we can’t stop talking about: your Fellowship Training experience challenges you to build your own curriculum; to choose what you learn, and how you learn it. As a condensed moment of the full VFC Training experience, Training Camp is designed to offer a wide variety of ways to select the content that works for you each day.

IN THE TIME BEFORE AND AFTER EACH MANDATORY SESSION BLOCK, THE FOLLOWING OPPORTUNITIES WILL BE AVAILABLE:

☐ Optional Live Sessions (specific topics of interest to many, but not all, of you)

☐ Reflection Prompts and Forms

☐ Links to Relevant Videos and Articles

☐ PDF Workbooks, Frameworks, and Resources for further learning.

As always, we’ll be able to see what you attend or complete.
Structures

Four major structures provide the foundation for Fellowship Training Camp.

Homerooms

Your home base. Start each day with the same, small group of Fellows, and navigate Training Camp together. You'll elect your fellowfellows into different leadership roles: some of which give Fellows a strong voice in the support and content provided throughout Training Camp, others take the lead on community building activities that work for you. Together, your homeroom team will compete with others in a challenge to run your peers' favorite learning activity as part of...

Fellow-led Fridays

Your time to shine. Each Friday, Fellows take the reins and offer peer-to-peer learning opportunities — with VFC staff on hand simply to ensure you have access to the resources and platforms you need to present your best selves. On the last Friday of Training Camp, you'll cast your vote on the homerooms who will take home the glory (and maybe a few prizes.)

Professional Skills Tracks

Four tracks, five sessions each. Training Camp's Professional Skills Tracks are your opportunity to dig deep into the skills required for roles in these four areas; to test the waters on a role you think might be right (or wrong) for you; or to go for breadth vs. depth, and enjoy one of each track. Tracks include sessions on Sales, Marketing, Operations, or Customer Success, and welcome experts in these areas for 1-2 hour live sessions.

Social Impact Challenge

Teamwork makes the dream (of entrepreneurship for social impact) work during Training Camp's Social Impact Challenge. You'll be randomly assigned to a new team — not your Homeroom — to respond to an entrepreneurial challenge that will test your leadership, collaboration, creativity, and communication skills in the context of a social impact opportunity. Remember your Virtual Selection Events team challenge experience? Same concept, more complexity, longer sprint. Teams will have ten working days to self-organize before delivering their pitch to a panel of entrepreneurial judges on the last day of Training Camp.

Schedule Need-To-Knows

A few details before you read on.

All Fellows will receive access to our Learning Management System, Docebo, on Day 1. Your Docebo homepage will include finalized times, titles, and session descriptions for each of the sessions outlined below — and will provide the Zoom link to take you right to the session. Docebo will automatically track your registration and participation in Choice sessions, tallying your points right in the system. You’ll be able to view your calendar of sessions — as well as your current point total — right on your Dashboard.

Space doesn’t allow us to provide descriptions for all sessions in this Catalogue. You’ll have lots of time to review and select from the Choice sessions available.
Week One | July 5 - 9
Where are we, and where do we want to go?

RED = MANDATORY
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*ALL TIMES IN EST

5
Today's theme | Orientation
11AM - 1230PM | Introductions
1240PM - 110PM | Community Norms w/ Anna Smith
Self-Paced | Learning Management System Set Up [2pts]

6
Today's theme | Defining Entrepreneurship: What's possible
11AM - 1130AM | Defining Entrepreneurship w/ Anna Smith
1130AM - 1PM | Panel: Exploring Entrepreneurship w/ Martina Montero, Brittany Danishevsky, Lucia Gallardo, Zameer Masjedee, Christian Keil, and Rolando Inzunza
1PM - 130PM | Introducing Homerooms
3PM - 430PM | Social Entrepreneurship Deep Dive w/ Una Lounder [3pts]
Self-Paced | First Homeroom Meet up

7
Today's theme | Defining Entrepreneurship: Your Story
10AM - 1045AM | Morning Movement: Yoga for All Levels [1pt]
11AM - 1145AM | Homeroom
1145AM - 1230PM | Panel: Exploring Entrepreneurship - Your Story
1PM - 145PM | How to: Draw Connections for Impact
330PM - 430PM | Side Hustles Deep Dive w/ Dr. Judit Lovas [2pts]
6PM | DocTalks: Jiro Dreams of Sushi [2pts]
Self-Paced | Drawing Connections for Impact, Continued [2pts]

8
Today's theme | Goal Setting: Be Intentional
10AM - 1030AM | Morning Meditation [1pt]
11AM - 1145AM | Homeroom
12PM - 130PM | Goal Setting & Scheduling Hacks w/ Anna Smith
2PM - 245PM | Homeroom Leads Meet
3PM - 345PM | Community Leads Meet
5PM - 6PM | “Dinner” w/ Scott Stirrett [2pts]
Self-Paced | Goal Setting Activity [2pts]

9
Today's theme | Community
11AM - 1PM | Fellow Led Friday
130PM - 3PM | Art Class for Entrepreneurship: Vision w/ Jillian Martin [3pts]
Self-Paced | Goal Setting Activity [2pts]
## Week Two | July 12 - 16

Living with ambition.

**RED = MANDATORY**  
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### 12 | Today's theme | Goal Setting: Aim High

<table>
<thead>
<tr>
<th>Time</th>
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<tbody>
<tr>
<td>10AM - 1045AM</td>
<td>Morning Movement: Yoga for All Levels [1pts]</td>
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<tr>
<td>11AM - 1145AM</td>
<td>Homeroom</td>
</tr>
<tr>
<td>1145AM - 1PM</td>
<td>How To: Leverage A Growth Mindset w/ James Anderson</td>
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<tr>
<td>110PM - 130PM</td>
<td>Introducing: Professional Tracks</td>
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<tr>
<td>2PM - 4PM</td>
<td>Four Professional Tracks Session Options [3pts]</td>
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<tr>
<td>2PM - 330PM</td>
<td><strong>Sales:</strong> Sales Crash Course w/ Nathaniel Scott</td>
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<tr>
<td>2PM - 330PM</td>
<td><strong>Operations:</strong> Risk &amp; Contingency Crash Course w/ Sam Daviau</td>
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<tr>
<td>2PM - 330PM</td>
<td><strong>Marketing:</strong> Intro to Marketing Roles &amp; Teams w/ Zain Kahn</td>
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<tr>
<td>2PM - 345PM</td>
<td><strong>Customer Success:</strong> Welcome to the World of CS w/ Andrea Lopez-Solorano</td>
</tr>
<tr>
<td>515PM - 630PM</td>
<td>Speaker Series w/ Nikita Kopotun</td>
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</tbody>
</table>

### 13 | Today's theme | Leadership and Growth

<table>
<thead>
<tr>
<th>Time</th>
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<tbody>
<tr>
<td>10AM - 1030AM</td>
<td>Morning Meditation [1pt]</td>
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<tr>
<td>11AM - 1145AM</td>
<td>Homeroom</td>
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<tr>
<td>1145AM - 1245PM</td>
<td>How Companies Grow w/ David Scrymgeour</td>
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<tr>
<td>1PM - 130PM</td>
<td>How to: Lead from Your Values w/ Jillian Martin</td>
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<tr>
<td>2 - 4PM</td>
<td>Four Professional Tracks Session Options [3pts]</td>
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<tr>
<td>2PM - 4PM</td>
<td><strong>Sales:</strong> Sales as Negotiation w/ Nandini Srivas</td>
</tr>
<tr>
<td>230PM - 4PM</td>
<td><strong>Operations:</strong> What is &quot;Operations&quot;, Anyway? w/ Vanessa Paesani</td>
</tr>
<tr>
<td>2PM - 330PM</td>
<td><strong>Customer Success:</strong> The First Onboarding Call w/ Success League</td>
</tr>
<tr>
<td>430PM - 530PM</td>
<td>Connect Event w/ Noibu, Mikata Health, #paid, and Fursure</td>
</tr>
<tr>
<td>6PM</td>
<td>DocTalks: Free Solo [2pts]</td>
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<tr>
<td>Self-Paced</td>
<td>Values Activity [2pts]</td>
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</tbody>
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### 14 | Today's theme | Working with Others

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<tr>
<td>10AM - 1030AM</td>
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<tr>
<td>11AM - 1145AM</td>
<td>Homeroom</td>
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<tr>
<td>1145AM - 1155AM</td>
<td>How to: Work in Teams w/ Hannah Consitt</td>
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<tr>
<td>12PM - 1PM</td>
<td>Four Professional Tracks Session Options [3pts]</td>
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<tr>
<td>12PM - 1PM</td>
<td><strong>Sales:</strong> Sales Psychology w/ Jim Hamilton</td>
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<tr>
<td>12PM - 1PM</td>
<td><strong>Operations:</strong> Working with Contractors w/ Laura Gay</td>
</tr>
<tr>
<td>12PM - 1PM</td>
<td><strong>Marketing:</strong> The Customer Journey w/ Stewart Hillhouse</td>
</tr>
<tr>
<td>12PM - 1PM</td>
<td><strong>Customer Success:</strong> Customer Success Real Life Roundtable: 5 Panelists</td>
</tr>
<tr>
<td>130PM - 3PM</td>
<td>Introducing: The Social Impact Challenge</td>
</tr>
<tr>
<td>4PM - 6PM</td>
<td>How To: Lead a Team w/ Diana Drury [3pts]</td>
</tr>
<tr>
<td>Self-paced</td>
<td>Team Meetings on Social Impact Challenge</td>
</tr>
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### 15 | Today's theme | Working with Yourself

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<thead>
<tr>
<th>Time</th>
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<tbody>
<tr>
<td>10AM - 1045AM</td>
<td>Moving Movement: Dance Party [1pt]</td>
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<tr>
<td>11AM - 1145AM</td>
<td>Homeroom</td>
</tr>
<tr>
<td>1145PM - 1230PM</td>
<td>How To: Work with Yourself w/ Erin Remai</td>
</tr>
<tr>
<td>1240PM - 130PM</td>
<td>Perfectionism Deep Dive w/ Scott Stirett</td>
</tr>
<tr>
<td>3PM - 345PM</td>
<td>Homeroom Leads Meet</td>
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<tr>
<td>4PM - 445PM</td>
<td>Community Leads Meet</td>
</tr>
<tr>
<td>515PM - 630PM</td>
<td>Mental Health Chat w/ Jack.Org [2pts]</td>
</tr>
<tr>
<td>Self-Paced</td>
<td>Team Meetings on Social Impact Challenge</td>
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</tbody>
</table>

### 16 | Today's theme | Community

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
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<tbody>
<tr>
<td>11AM - 1PM</td>
<td>Fellow Led Friday</td>
</tr>
<tr>
<td>130PM - 3PM</td>
<td>Art Class for Entrepreneurship: Creativity w/ Doodle Lovely [3pts]</td>
</tr>
<tr>
<td>Self-Paced</td>
<td>Team Meetings on Social Impact Challenge</td>
</tr>
</tbody>
</table>
# Week Three | July 19 - 23

Tools to make it work.

<table>
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<tr>
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<th>BLACK = CHOICE</th>
<th>&quot;ALL TIMES IN EST&quot;</th>
</tr>
</thead>
</table>

## 19

Today's theme | Problem Solving

**11AM - 1145 | Morning Movement: Dance Party [1pts]**

**1145AM - 1215PM | Shared “Lunch”: Eid Celebration**

**1215PM - 115PM | Spotlight On: Discovery and Experimentation** w/ Zevae Zaheer

**2PM - 430PM | Four Professional Tracks Session Options [3pts]**

**2PM - 330PM | Sales: Communication & Speaking w/ Matt Reesor**

**2PM - 330PM | Operations: Operations Practical Showcase w/ VFC Operations Team**

**2PM - 4PM | Marketing: Brand Crash Course w/ Barry Martin**

**2PM - 330PM | Customer Success: Difficult Conversations w/ Success League**

**5PM - 6:30PM | Posthumanism and Mental Health w/ Chuk Odenigbo**

Self-Paced | Team Meetings on Social Impact Challenge

## 20

Today's theme | Discovery & Testing

**10AM - 1045 | Morning Movement: Dance Party [1pts]**

**11AM - 1145AM | Homeroom**

**1145AM - 1215PM | Shared “Lunch”: Eid Celebration**

**1215PM - 115PM | Spotlight On: Discovery and Experimentation** w/ Zevae Zaheer

**2PM - 430PM | Four Professional Tracks Session Options [3pts]**

**2PM - 330PM | Sales: Communication & Speaking w/ Matt Reesor**

**2PM - 330PM | Operations: Operations Practical Showcase w/ VFC Operations Team**

**2PM - 4PM | Marketing: Brand Crash Course w/ Barry Martin**

**2PM - 330PM | Customer Success: Difficult Conversations w/ Success League**

**5PM - 6PM | “Dinner” w/ Scott [2pts]**

Self-Paced | Team Meetings on Social Impact Challenge

## 21

Today's theme | Failure & Learning

**10AM - 1030AM | Morning Meditation [1pt]**

**11AM - 1145AM | Homeroom**

**12PM - 1PM | Spotlight On: Failure and Learning** w/ Ashley Good [3pts]

**130PM - 5PM | Five Professional Tracks Session Options [3pts]**

**130PM - 230PM | Marketing t: The Customer Journey w/ Stewart Hillhouse**

**3PM - 445PM | Sales: How to Conduct Product Demo to Get Prospects to a Close** w/ Melissa Kwan

**330PM - 5PM | Operations: Policy Development for Inclusive, Safe Workplaces** w/ Annika Lui

**330PM - 5PM | Marketing 2: Data, Analytics, Insights, Oh My! w/ Jesse Heeley and Thea Johnson**

**3 - 4PM | Customer Success: Renewals, Upselling, and Preventing Churn** w/ Sarah Facini

**5PM - 6PM | “Dinner” w/ Scott [2pts]**

Self-Paced | Team Meetings on Social Impact Challenge

## 22

Today's theme | Selling

**11AM - 12PM | (Last!) Homeroom [EXTENDED]**

**12PM - 130PM | Spotlight On: Sales** w/ Aaron Brown

**230PM - 4PM | Marketing Track: Practical Showcase w/ Josh Gallant [3pts]**

**4PM - 5PM | Wellness and Resilience Pt.2** w/ Heather Spiegel [2pts]

Self-Paced | Team Meetings on Social Impact Challenge

## 23

Today's theme | Community

**11AM - 2PM | Social Impact Challenge Presentations**

**230PM - 330PM | Awards Ceremony**

**330PM - 4PM | Closing and Next Steps**
Requirements

Here’s the thing: three-week deep dives on entrepreneurship don’t come around all that often (at least, in our experience. And we’re in the business!)

To meet the requirements of Training Camp, we suggest you will need to set aside approximately 6-7 hours per day, M-F, between July 5-23 2021.

• Of those 6-7 hours, approximately 2.5hrs per day are spent in live webinars with the rest of the cohort. These daily sessions are mandatory, and are scheduled between 11AM-3PM Eastern.

• The remaining ~4hrs of work is an estimate of what it would take the average learner to complete the remaining minimum of participation.

WE ENCOURAGE YOU TO START THINKING NOW

How might you set yourself up to make the most of this opportunity? What space or time would you need? What habits or boundaries?

THE MVP: MINIMUM VIABLE PARTICIPATION

To meet the requirement of Fellowship Training Camp, you must:

1. Attend all mandatory live training sessions, scheduled to take place between 11AM - 3PM Eastern each day;

2. Complete the mandatory pre-reading and/or homework assigned to each mandatory live training session; and

3. Collect (another) 45 Training Points during Training Camp, by selecting from the live sessions, resources, and reflections available. By the way, these options offer a grand total of 110+ possible points!
Supports

**WELLNESS FIRST**

This program is ambitious - and so are your peers. But your ambition must never outstrip your capacity to maintain the boundaries, habits, and practices that support your wellbeing. As mental and physical health ebbs and flows, you have options to access support, accommodations, and exceptions.

**SUPPORT**

Every one of us has needed it. If you need a little more support these days, check out this list of free resources available across Canada. If you have resources, tips, or tricks that you’d like to share, add them to the your #wellness_chats channel in Slack. If you are in crisis, please call 911.

**ACCOMODATIONS**

If you already know that this Training Camp schedule will be difficult based on current mental or physical realities, please reach out. Anna and Hannah monitor the fellowsupport@ inbox, and can chat directly about a custom set of requirements for your situation. Please note that you will not be required to disclose any mental or physical details to set up accommodations. This process is the same if you find yourself struggling with mental or physical realities during Training Camp that are affecting your ability to participate in a healthy way.

**EXCUSED ABSENCES**

Throughout Training Camp, you will have access to an “Absence Request Form” to let us know if you’re unable to attend or complete one of the mandatory aspects of the schedule. This is to be used for one-off personal or professional commitments that conflict with mandatory session requirements.

**TALKING TO YOUR EMPLOYER**

All VFC Partner employers have been briefed on the Training Camp requirements, and will also receive this full Catalogue. If your supervisor has questions about your participation, they can contact our Partnerships Team directly – Emily or Emmanuel – or you can write to fellowsupport@ to request that we reach out.

“From my point of view, which is that of a storyteller, I see your life as already artful, waiting, just waiting and ready for you to make it art.”

- Toni Morrison
Acknowledgements

Thank You to Our Speakers

Sarah Facini
VP Merchant Expertise, Smile.io

David Scrymgour
Business Fellow, The Oxford University School of Enterprise & Environment

Diana Drury
Director, Coach, Lecturer, Smith School of Business

Melanie Robb
Program Manager at The Dun-in-Deshpande Queen’s Innovation Centre at Queen’s University

Chloé Beisheim
Program Coordinator at The Dun-in-Deshpande Queen’s Innovation Centre at Queen’s University

Joanna Tinus
Program Coordinator at The Dun-in-Deshpande Queen’s Innovation Centre at Queen’s University

Raiza Mirza
Director of Innovation, One Drop Foundation

Zevea Zaheer
Founder, Co-Creator

Ashley Good
CEO, Fail Forward

Heather Spiegel
Founder, Hidden Squirrel Consulting

Chùk Odenigbo
Founding Director, Future Ancestors

Barry Martin
CEO, Strategy & Design Lead, Hynentic

Camera Haire
Principal, The Success League

Melissa Kwan
Co-Founder, Ewebinar

Andrea Lopez-Solorzano
Customer Success Manager, BeyondTrust

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Erin Remai
Training Lead, Internship

Hannah Consitt
Talent Development Coordinator

Jillian Martin
Training Coordinator

Scott Stirrett
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Shauna Chandler
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Awaïs Khan
Administrative Coordinator

Nasir Mehmoood
IT Coordinator

Uná Lounder
Social Innovation Project Manager

Juanita Lee-García
Senior Manager, Social Impact and Strategic Partnerships

Sponsors

RBC

Smith

Fasken

Geoff Smith

The Sobey Foundation

VFC Staff

Daniel Drakeford
Recruitment and Admissions Manager

Aaron Brown
Recruitment and Post-Secondary Partnerships

Erin O’Hanley
Senior Manager, Operations

Kathleen Cowie
Finance and Operations Lead

Jamie Proctor Boyce
Senior Manager, Partnerships and Business Development

Thank you to our Speakers

Martina Montero
Product Manager, Prodigy Edutech

Brittany Danishevsky
Backend Developer, Synctera

Lucia Gallardo
Founder, Emerge

Zameer Masjedi
Senior Solutions Engineer, Shopify

Christian Keil
Chief of Staff, Astrans

Rolando Inzunza
Managing Partner, Gwin Communications

Rochelle Ford
Recruitment Partner & Diversity Programs Manager, Alcumus

Dr. Judit Lovas
Co-Founder, Evenhand

Melissa Lloyd
Owner, Founder, Doodle Lovely

James Anderson
Founder, Mindful by Design

Nikita Kopotun
Co-Founder, Juniper

Matt Reesor
Director, Smith’s School of Business

Jim Hamilton
Director, Smith’s School of Business

Nathaniel Scott
Regional Sales Manager, Zscaler

Nandini Srivastava
Account Executive, Kira Systems

Annika Lui
Acceleration Programs Director, League of Innovators

Sam Daviau
VP of Operations, Statflo

Vanessa Paesani
Principal Consultant, Folding Chair Group

Laura Gay
Partner, Stern Cohen LLP

Zain Kahn
Marketing VP, Careguide

Stewart Hillhouse
SR, Content Lead, Demand Curve

Jesse Heeley
Account Manager, Mio

Thea Johnson
Product & Marketing Analyst, ATS Credit Union

2021

Andrea Lopez-Solorzano
Customer Success Manager, BeyondTrust

VFC Staff

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Administrative Coordinator

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See you there.