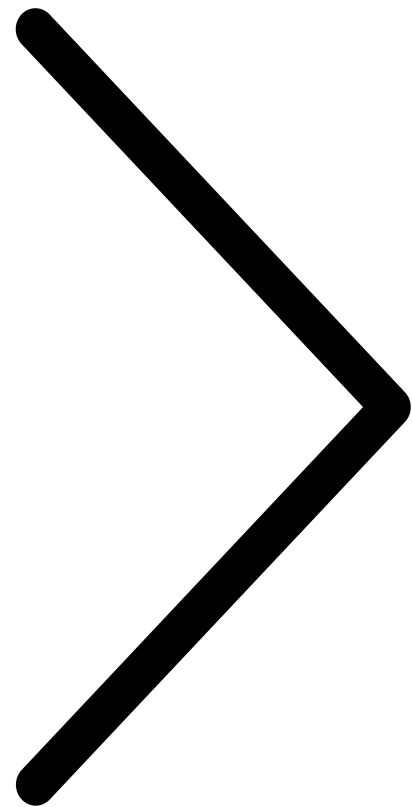




CONESTOGA

ENTREPRENEURSHIP
COLLECTIVE



Partnering
for
Success

Agenda

- 1 Planning for Collaboration
- 2 Conestoga Entrepreneurship Collective
- 3 Communitech Partnership
- 4 Accelerator Centre Partnership
- 5 Takeaways

Planning for Collaboration

Consistent

Complimentary

Differentiated

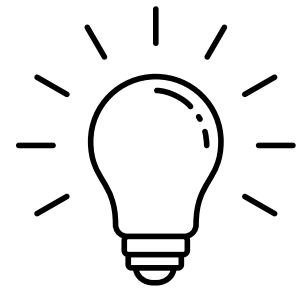


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Connect Life and Learning

**ENTREPRENEURSHIP
COLLECTIVE**

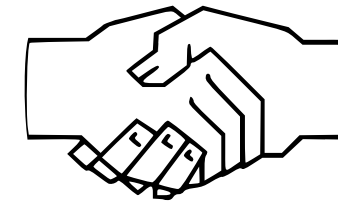


venture lab
UNIVERSAL BUSINESS INCUBATOR



gig lab

CANADA'S FIRST INCUBATOR
FOR FREELANCERS



sales lab

CANADA'S FIRST INCUBATOR
FOR SALES CAREERS

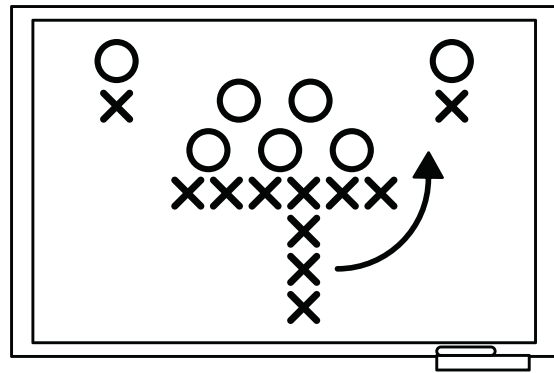


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GIG MARKETPLACE

www.conestogagigs.ca

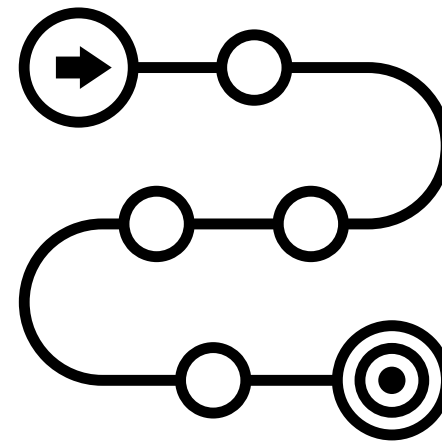
- Support new venture ideas in any industry, any scale, any business model
- Program is 15 weeks to maximum of 1 year; 3 intakes/year; 45 companies/year
- Market validation, product/service development, monetization



One-on-one coaching



Curated mentorship



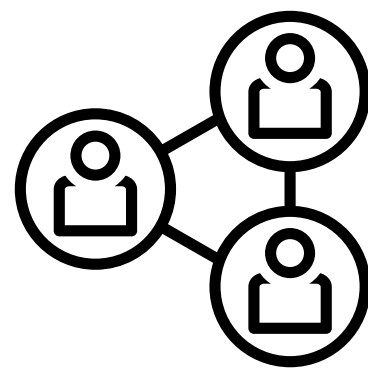
Customized roadmap



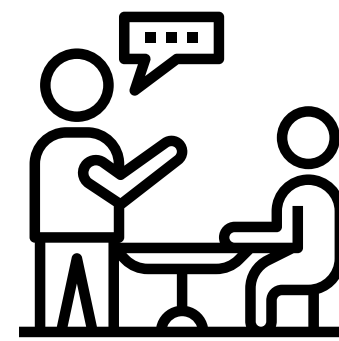
- Monetizing professional skills including: graphic design, digital marketing, app development, bookkeeping, photography, videography, software development and more
- Program is 15 weeks; 3 intakes/year; 45 students/year
- Strategic foundations, operational framework and demand generation



Group and
one-on-one coaching



Networking and
peer-to-peer coaching



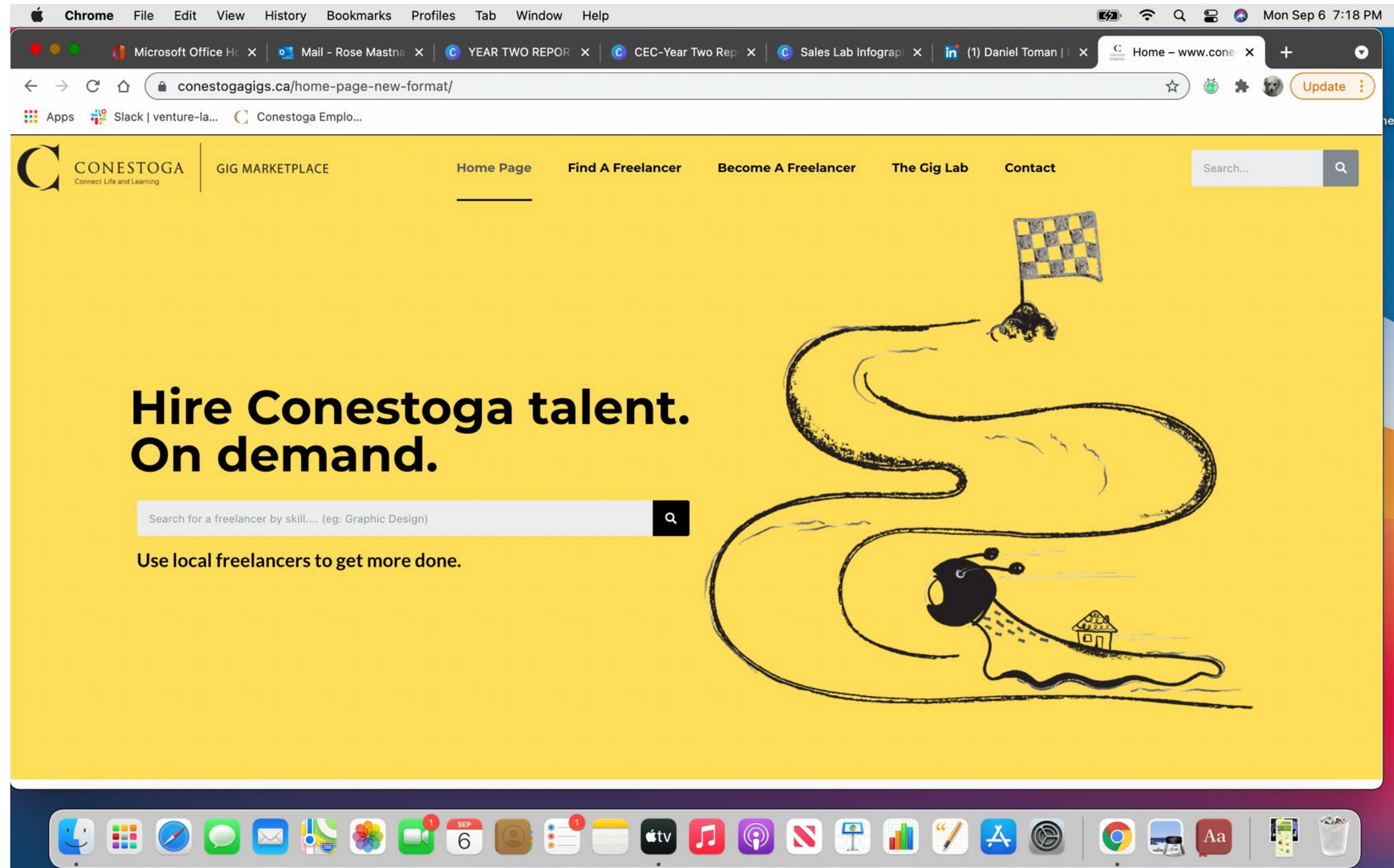
Industry-specific
mentorship



Freelance startup roadmap



www.conestogagigs.ca



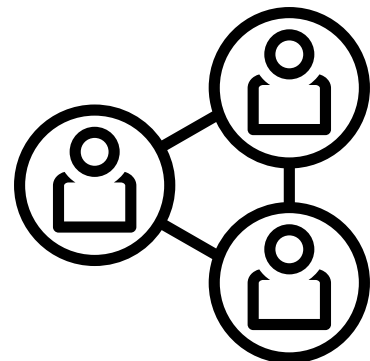
The screenshot shows a Chrome browser window displaying the Conestoga Gig Marketplace homepage. The browser's address bar shows the URL `conestogagigs.ca/home-page-new-format/`. The website's header includes the Conestoga logo, the text "CONESTOGA GIG MARKETPLACE", and navigation links for "Home Page", "Find A Freelancer", "Become A Freelancer", "The Gig Lab", and "Contact". A search bar is located in the top right corner. The main content area features a large yellow background with the text "Hire Conestoga talent. On demand." and a search bar for freelancers. Below this, it says "Use local freelancers to get more done." To the right, there is a stylized illustration of a winding road leading to a checkered flag, with a house and a car on the road. The browser's taskbar at the bottom shows various application icons, including the dock, calendar, and music player.

CANADA'S FIRST INCUBATOR
FOR SALES CAREERS

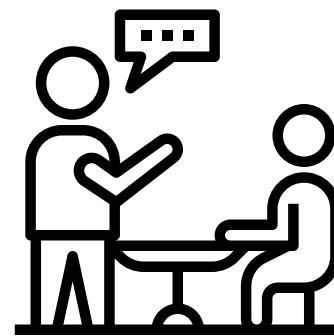
- Preparing students for careers in B2B sales in high -tech, high -growth companies. Collaborated with industry to develop a 'finishing school for high tech sales'
- Program is 15 weeks; 3 intakes/year; 25 students/year; 100% placement
- Targeted hard and soft skill development, job readiness, access to industry/hiring managers



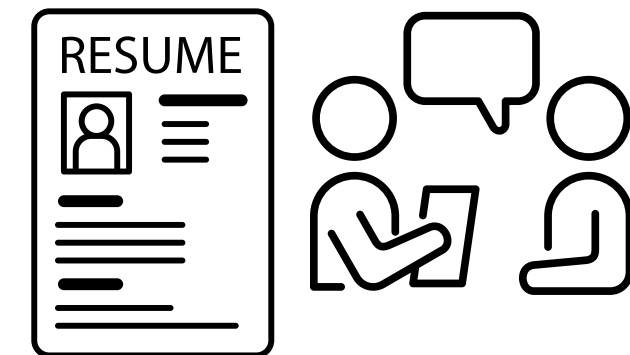
Group and
one-on-one coaching



Networking and
peer-to-peer coaching



Industry mentorship
and talent scouting



Professional branding bootcamp



PARTNERSHIP

CEC space in
Innovation
Alley



- 40 -50% of our ventures are tech
 - Communitech memberships
 - Access to space for co-working
 - Networking with other tech founders
 - Access to Communitech resources
 - 2 ventures already secured seed funding

vambora ezok.

- Networking/graduation event held for Gig Lab freelancers at Communitech
- CEC promotes and connects Conestoga freelancers with founders and Communitech members in need of services

sales lab

- Group coaching and industry mentorship sessions held for Sales Lab members at Communitech throughout program
- Communitech members and founders act as mentors in the Sales Lab and have also hired our talent

- CEC networking with other Communitech members and Innovation Alley tenants
- CEC included in ecosystem tours of the region, government visits, global partner visits
- Connection point for Careers, Co-op and Faculty looking to connect to Communitech and the innovation ecosystem in Waterloo Region



THE
ACCELERATOR
CENTRE

PARTNERSHIP

AC:STUDIO
PHASE ONE

OCTOBER 20 22 -
APRIL 20 23



AC:STUDIO PHASE 2



ENTREPRENEURSHIP
COLLECTIVE

- 100 companies joined AC:STUDIO in November 2022
- Each company was given \$4000 to spend on the Conestoga Gig Marketplace over 7 months in Phase One of the program; Phase Two starts this month
- Over the course of 2.5 years, \$800,000 will have been spent directly on Conestoga Gig Lab freelancers

sales lab

- Phase Two of the AC:STUDIO program focuses on the top 50 companies
- In addition to freelance services, many of these companies will be ready to start selling
- The Conestoga Sales Lab program is being tailored to their needs as "Sales Lab for Founders"

Takeaways

1

Plan for collaboration

2

Build credibility first

3

Solve a problem

4

Invest in ongoing success



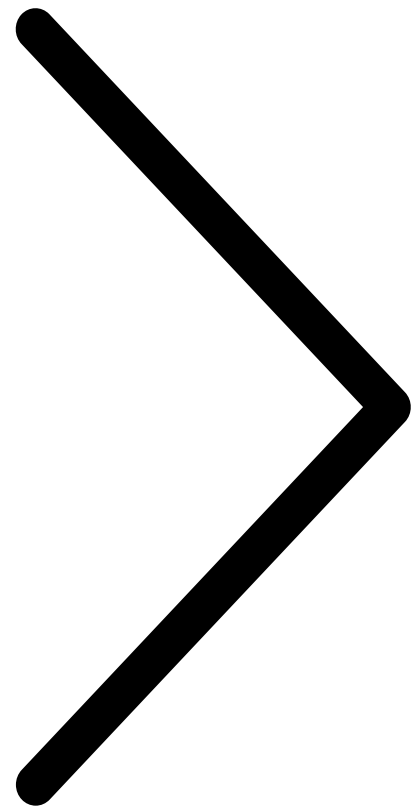
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Thank
you