



Impact Report

upGen Program 2018-2019

Nov. '18 -
May. '19

400+
students impacted

30+
schools
reached

20+
teachers impacted

30
young entrepreneurs
being formed

Executive Summary

About UpstartED

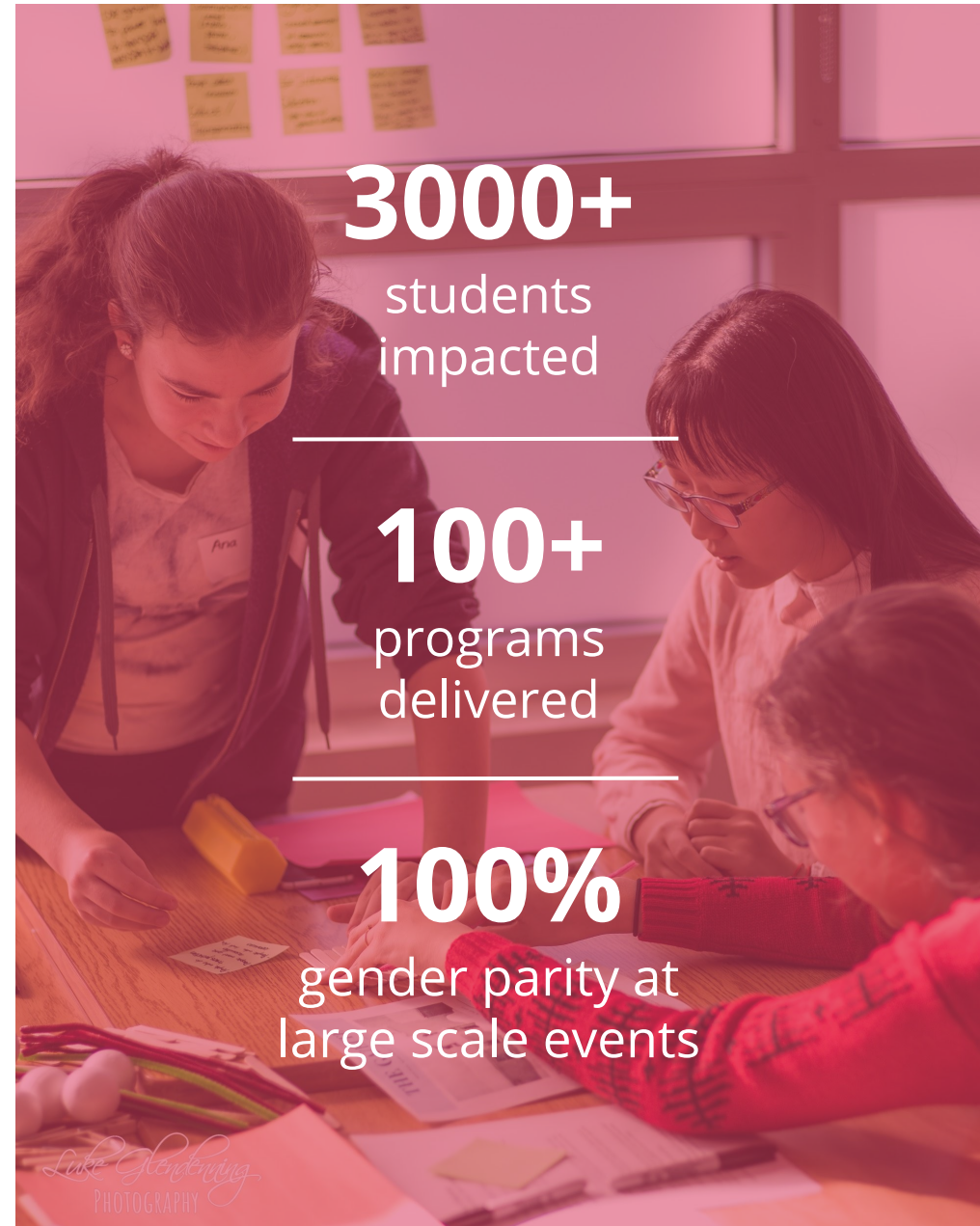
UpstartED is a social enterprise (registered nonprofit) with the mission to **equip all Canadian high school students and educators with the skills and dispositions needed to succeed in a tech-infused future**. We act as an innovation partner for over 2K students and educators in the province of Quebec.

Since the launch of its first program in November 2016, UpstartED has been serving as a bridge between Montreal's tech ecosystem and its high school students. **Accessibility, diversity, and inclusion** are core values that we strive to meet through every experience that we deliver.

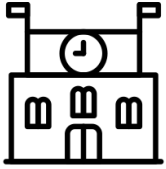
Programs: serving students & schools

We are **experience designers and facilitators**, specializing in programs for both students and teachers, with a track record of success. Our work ranges from workshops and bootcamps (such as upGen) to large scale conferences. We bring innovation to the people we serve through three pillars:

1. **Entrepreneurship**
2. **Design Thinking**
3. **Digital Literacy & STEAM**



The Challenge: High Level



Canadian education system is slow to change at all levels, including the student curriculum and teacher training programs



The skills gap is increasing as a result of industries being disrupted through rapid technological advancement



Today's high school students are digital natives for whom the traditional educational model is no longer relevant



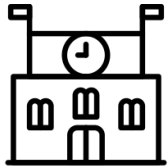
The Challenge: Montreal

Educators are asking for help in bringing their curriculum to the 21st century and immersing students in **project-based, hands-on learning experiences.**

Companies are looking to hire people who are **collaborative, creative problem solvers** with a basic level of tech literacy.

Students are looking for opportunities to get a sense of the real world and learn **tangible and relevant skills.**

Our Solution: The upGen Program, in collaboration with Shopify



Phase I: The upGen Workshops

completed



Workshops delivered in schools on topics related to **digital entrepreneurship**, including introduction to ecommerce and the Shopify platform.



Phase II: The upGen Bootcamp

completed



Weekend-long, **immersive entrepreneurship competition** for middle school, high school and CEGEP students to **develop business solutions businesses** that leverage the potential of retail & ecommerce.



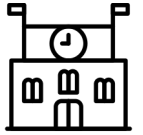
Phase III: The upGen Incubator

ongoing



Four-month long program for winning teams from the Bootcamp to **develop their solutions into businesses** as part of the **first youth incubator** for middle school, high school and CEGEP students in Montreal.

Phase I: The upGen Workshops, Nov. - Dec. '18



About: The upGen Workshops

The upGen Workshops were a series of **10 in-school sessions** conducted by UpstartED to introduce students to the topics of:

- ✓ Digital entrepreneurship
- ✓ Building an online brand
- ✓ The business model canvas and how to set up online channels to reach customers
- ✓ Ecommerce and the Shopify platform

Statistics

By collaborating with Shopify, UpstartED was able to achieve the following:

1. Number of workshops delivered: 10
2. Number of students impacted: 302
3. % of students who knew about Shopify prior to the start of the workshop: 2%
4. % of students who wanted to continue learning how to launch an ecommerce store: 60%
5. Males: 43% ; Females: 57%
6. % visible minorities: 60%
7. Number of schools: 7
8. Number of Shopify stores prototyped: 35

Schools Impacted

The following schools benefited from the collaboration between UpstartED and Shopify:

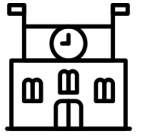
English-speaking

1. James Lyng High School (1 workshop)
2. Riverdale High School (2 workshops)
3. Pierrefonds Comprehensive High School (2 workshops)
4. Hampstead Elementary (1 workshop)
5. Beaconsfield High School (3 workshops)
6. Riverside (1 workshop)

NOTE: Where multiple workshops were given, it was to students at different grade levels.

French-speaking

1. École Louis-Joseph Papineau (1 workshop)



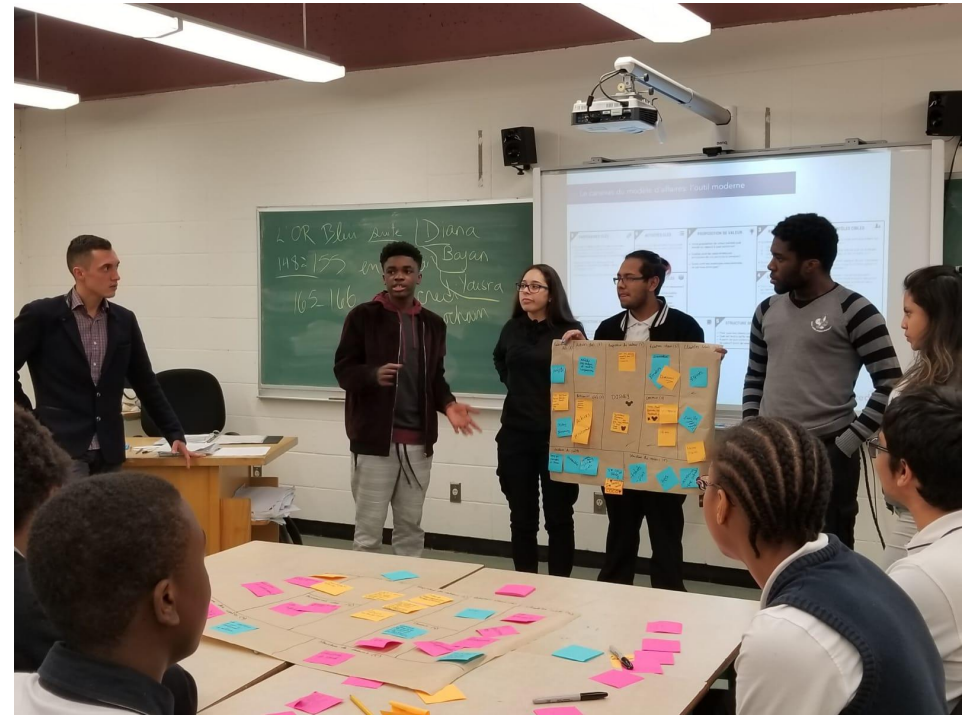
Mariam Aziz, teacher at the Riverside School Board

“

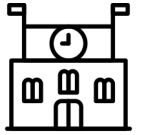
Having UpstartED come in to do a workshop in my class was amazing.

Students were engaged and enthralled by the presentation. UpstartED allows for a more hands on approach to teaching while making sure that content and context is relevant to both student lives and the unit at hand. Thank you for a wonderful experience!

”



Phase I: What students say



“

I had no idea starting a business can be so simple. And I definitely didn't think I could do it. It's nice to know that I'm not too young to start.

”

Student, 14 years old, Riverdale High School

“

I am honestly excited to do more of this. We don't get this in school. When are you guys coming back?

”

Student, 16 years old, École Louis-Joseph Papineau

Phase II: The upGen Bootcamp, January 2019



About the upGen Bootcamp

The upGen Bootcamp was a **weekend-long, immersive entrepreneurship program** for high school students to **launch viable businesses** that leverage the potential of **retail & ecommerce**.

Students had the opportunity to **develop real-world skills** as they worked in teams with specialized roles required for a successful modern-day business, including: design, marketing, product development, sales, finance.

They discovered the role of retail and ecommerce in getting products and services into the hands of users, all while building a **business model taking into account sustainability**.

All teams pitched their ideas on the final day of the competition. **Six winning teams** were selected to continue their journey as part of **UpstartED's Incubator program**. These teams are continuing to develop their ideas until May 2019 under the guidance of some of Montreal's leading companies, entrepreneurs, and young professionals..

upGen is **application-based** and **free of cost** for the students accepted into the program.

✓ Inspiring talks on retail, ecommerce and sustainability

From industry leaders

✓ Interactive workshops

Design thinking, prototyping, and more

✓ Problem-solving & Innovation

To fire up critical thinking and creativity

✓ Pitching & Awards

To add the fun and reward

✓ Montreal's youngest change makers

High school students with a passion for innovating

25 - 27
January, 2019

100
participants

20
schools

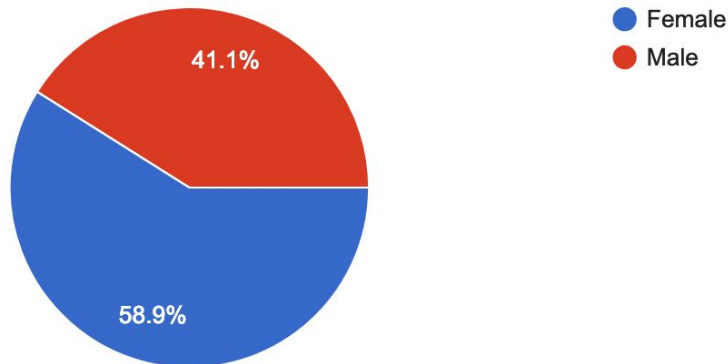
Phase II: The upGen Bootcamp at a glance



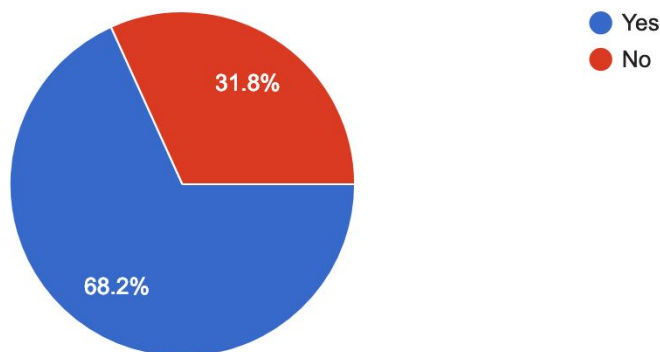
About: Our participants

- Total # of applicants: 129
- # of students accepted: 100
- # schools represented: 20

Gender Breakdown



“Is this your first entrepreneurship experience?”



About: The Competition

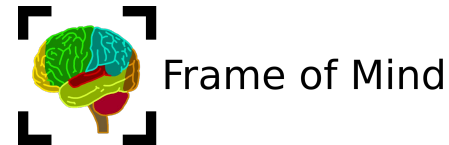
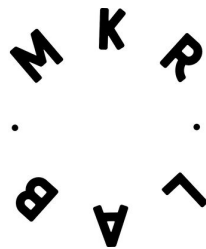
The student teams were given the following design challenge: How might we design products and services that help reduce, repurpose or recycle waste for a sustainable planet?

- # of new business ideas: 18
- # winning teams: 6

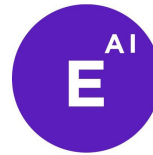
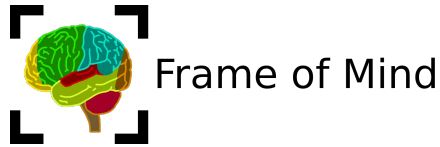
Here are the winning ideas:

1. EZ Baby: reusable diaper with a sensor to monitor baby's health.
2. Trashi: scan your trash to know how to sort it. Get incentives through coupons.
3. Pack Zero: biodegradable packaging.
4. Sphere: digitally receive receipts and manage budget.
5. Eat-In: reuse the food in your fridge through recipe recommendations.
6. Ecosteps: loyalty system app for sustainable actions.

Phase II: Sponsors



Phase II: Our 56 volunteers, coaches & speakers came from...



Phase II: What students say



Thank you so much to @upstarted.inc for the past 2 days. You have taught me how to communicate, cooperate, and make my ideas a reality. The support that you gave to everyone really impacted me and being picked and being able to be heard as someone who can change the world. Being able to support and believe in my idea was truly something that I will always remember.

Student, 17 years old, via Instagram

This is going to be one long email so get ready. I'd just like to say thank you to you and to the rest of the UpstartED staff for being able to be welcomed into this program and having an opportunity to be heard as more than just a 12 year old, but as someone with an idea to change the world for the greater good. I cannot stress enough how much you helped me and how much confidence you gave me to actually come through with the pitch and just supporting me in general. I just want to make sure that I didn't come across as someone who couldn't handle losing because of course I felt a sense of disappointment, yet a sense of pride. I just put so much effort into this, countless hours with my peers even after the hours in LCC and in our workshops. I just felt such a variety of different emotions. I was proud of my friends in team two to win and proceed to the incubator. I felt so welcomed into this community just by the positivity and the messages and compliments in the staff gave me. That I was recognized for someone with importance. I really wish to keep in touch and to come to future UpGen events. It's difficult to explain the emotions that I'm going through but just to sum it up, thank you.

Sincerely,



Student, 12 years old, via email

Phase III: The upGen Incubator, Feb. - May '19



About: The upGen Incubator

The upGen Incubator is Montreal's first program of its kind for students between the ages of 12 - 18. Over four months, the 6 winning teams from the upGen Bootcamp will be attending workshops and working sessions to help them **further their business ideas and launch an MVP** by the summer of 2019.

Workshops and Organizations Represented

The following workshops will be offered for the 2019 cohort:

1. Leadership + Teamwork - McGill Leadership Training Institute
2. BMC + Customer Validation - Dobson Centre for Entrepreneurship
3. Digital Marketing and Growth - AirBnB
4. Sales and Business Development- SAP
5. Advanced Ecommerce - Shopify
6. Technology (Programming) - Lighthouse Labs
7. Finance + Legal - Youth Entrepreneurship Services
8. Pitching - Front Row Ventures





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