

# TMS Schulich Innovation & Entrepreneurial Experience

TSE 2022

**TMS**  
ESTABLISHED IN 1961



**Schulich**  
School of Business  
Executive Education Centre

**YORK U**

**innovation  
york**

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# A great partnership

## Schulich

Forbes Ranks Schulich #1 in  
Canada

## Innovation York

Innovation York Statistics in  
2020



192



Entrepreneurs  
Supported

179



Startup Ventures  
Supported

\$16.8 M



Investment or  
Funding Raised  
by Ventures

13



Entrepreneurial  
Support  
Programs

202



Entrepreneurial  
Workshop  
Hosted

# What do we need to survive and thrive in this disruptive world?

A combination of these characteristics:

- **Problem Solving**
- **Designing Solutions**
- **Leadership**
- **Collaboration**

What does that mean for our students?

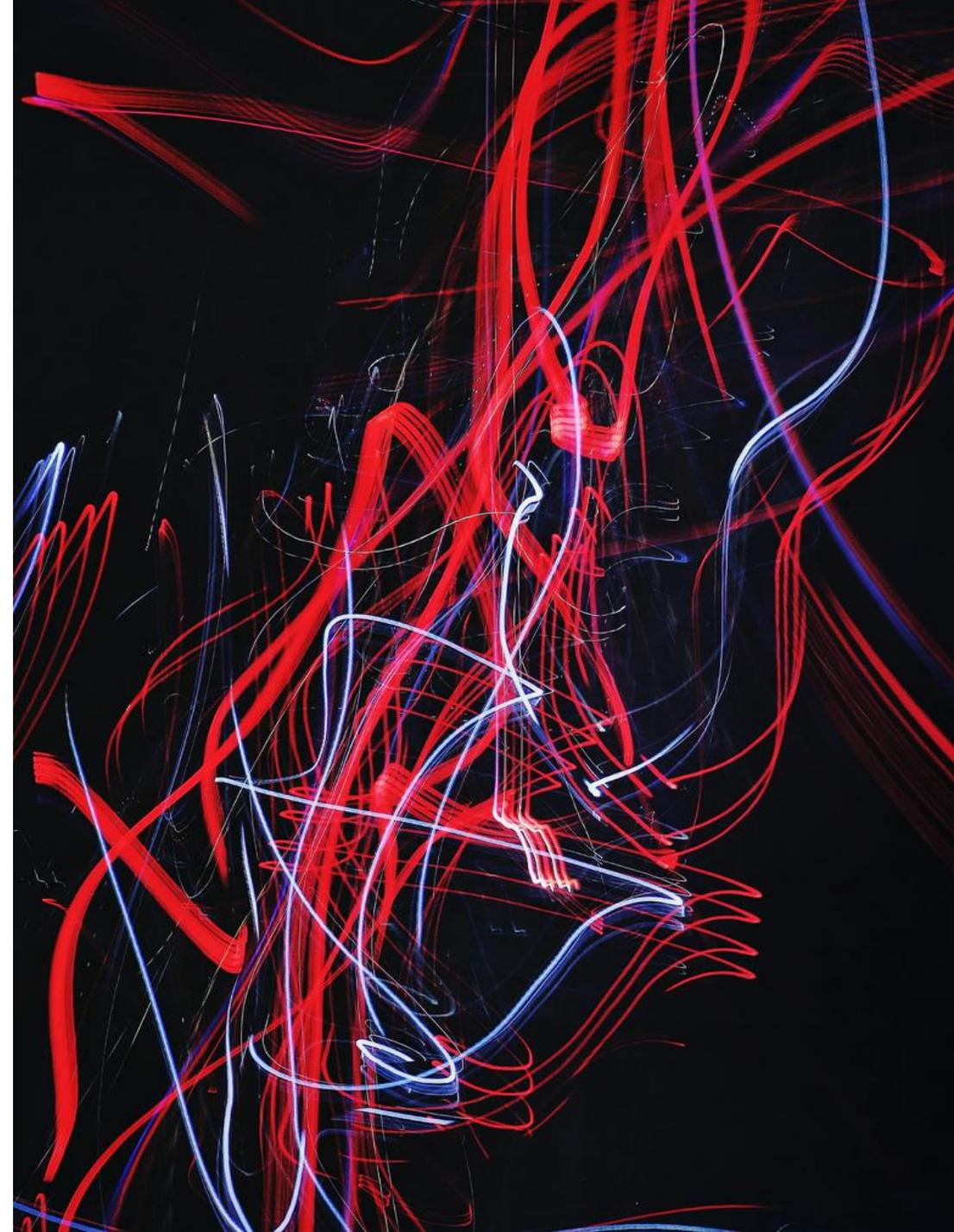
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# Social Entrepreneurship

## Entrepreneurship

- “a special, innate ability to sense and act on opportunity, combining out-of-the-box thinking with a unique brand of determination to create or bring about something new to the world.” \*

\* SSIR, Spring 2007

## Social Entrepreneurship

- Identifying a gap/issue/problem that causes the exclusion of some
- Identifying an opportunity; developing a social value proposition systemic change
- Sustain the conditions for the systemic change to take hold and reduce the gap/issue/problem balance
- TSE cohorts = Agents of social change

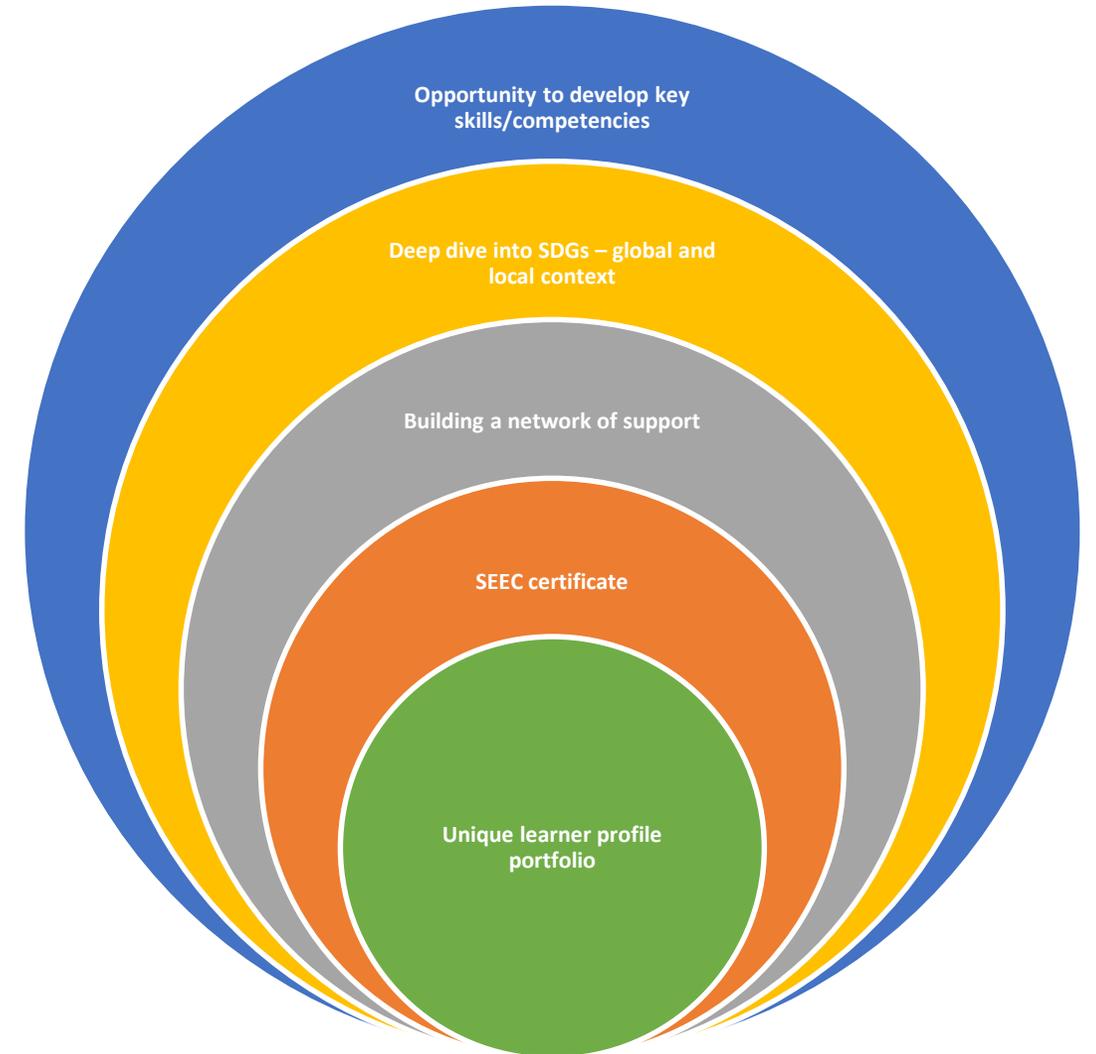
# Culture Code





# What's the why?

There is no homework, there are no tests, there are no grades or marks assigned. The outcome is in the experience: The learning over the six months + creation of a unique portfolio + a Schulich certificate that has great resume value + networking and building connections



A fun immersive experience  
(not camp or summer school)

# 2022 Focus

- The UN's Sustainable Development Goals are the framework.
- For 2022, we will focus on **Sustainability: Exploring Social Systems and Infrastructure in Pandemic Recovery**
- All students accepted into the program will work in small groups to develop solutions to address Social Sustainability which touches on many of the SDGs: improved infrastructure, health and wellbeing, models of work, gender and more.



# Expected Outcomes

## Problem Solving and Design Thinking

- Understanding different facets of sustainability
- Developing a persona
- Building a prototype
- Gathering user feedback
- Building a business model
- Marketing tactics
- Financial forecasting
- Developing a pitch and telling the story

## Leadership and Collaboration

- Goal setting
- Personal leadership style
- Effective teamwork and collaboration
- Being an effective mentee
- Personal branding
- Social entrepreneurship and social changemaking
- Collective Impact



# Program Timelines

## Phase 1: Ideation

**March**

**Kick off meeting: Wednesday March 9, 8am to 9:30am**

- Cohort 2022 plus partners from Schulich and Innovation York.
- Purpose: to introduce the program, explore the theme and frame the key activities and dates

# Phase 2: Incubation

## April

- Gain deeper understanding of gaps and indicate personal interests
- Deeper dive into the group ideas using the lens of design thinking
- Students will share their research findings and indicate personal interests

## May

- Form small groups working on a specific problem/solution
- Students undertake research
- Individual leadership assessment

## June

- Articulate problem statement
- Who does this affect, how are they affected, how are they coping

# Phase 3: Immersion

**July 4-15**

## **Two weeks at York University, YSpace, IBM**

- Applying prior learning to uncover layers of solving a complex social issue - economic impact, social impact
- Teaching from Schulich instructors, thought leaders and social activists
- Stakeholder management
- Fieldtrips to show solutions in action
- Ongoing focus on soft skills development
- Solution pitch out to mentors and experts

# Application Process

- All students must submit an application indicating: interest, competencies they want to develop, 1-2 ideas they would like to work on related to addressing the issue of social sustainability
- Applications can be found at <https://www.tmsschool.ca/parent/tms-schulich-innovation-entrepreneurial-experience>

**Deadline: January 31, 2022**

**Interviews (as needed): February 7-11, 2022**

**Decisions: February 17, 2022**

The TSE is a 6 month program starting in February with monthly meetings/events and culminating in a two week in person immersive university experience

**July 4-15, 2022**

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**July 4-15, 2022**

# Cost

## Full cost:

**\$5,537 (\$4900 + HST) per student**

- 2022 cost: \$3,672.50 (\$3250 + HST) /student\*includes pre-work, materials, speakers, networking, bus and lunch each day
- A 25% non-refundable deposit is due by March 1. 2022 upon acceptance
- Balance is due April 30. 2022
- All payments to be made through York University – they will provide details of the payment process in February 2022

\* TMS subsidy for students re-enrolled for 2022/23 school year

# TMS Schulich Innovation & Entrepreneurial Experience

[CLICK HERE FOR THE TSE2022  
SITE](#)

# Final thoughts

**// You are about to embark on an exciting, rewarding and valuable journey. It is a journey to train and encourage you, and us all, towards greater innovation and entrepreneurship in our thinking and actions and to seek out new rewarding opportunities for yourselves, your family, your community and your society. //**

**- Dr. Alan Middleton, Former Executive Director, SEEC and Distinguished Adjunct  
Professor Schulich School of Business, York University**

# Questions?

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