

SUMMER 2025

Entrepreneurial Inspiration



PROGRAM: OVERVIEW:

[Memorial's Entrepreneurship Training Program](#) (ETP) is a free program that was started in 2012 and aims to help graduate students develop the knowledge and skills necessary to start and run successful business ventures. The ETP is jointly coordinated by the School of Graduate Studies (SGS) and the Internationalization Office (IO), in partnership with the Atlantic Canada Opportunities Agency (ACOA). The ETP received a national award from the Canadian Association of Career Educators and Employers (CACEE) for Excellence in Innovation and Student Engagement in 2013. It also received a national award for Program Innovation from the National Student Affairs and Services Association, a division of the Canadian Association for College and University Student Services (CACUSS).

ETP's main objectives:

- To encourage innovative new startups and other entrepreneurial ventures.
- To foster the attitudes and behaviours necessary for successful entrepreneurship among international and domestic graduate students.
- To acquire the knowledge and skills germane to entrepreneurship.
- To increase the problem-solving skills key to entrepreneurship, leading to increased problem identification, critical thinking and team building.
- To identify and stimulate entrepreneurial drive, talent and skills.
- To impart information about organizations in the local entrepreneurial ecosystem to ETP participants and to connect them to relevant contacts and resources.

3 different ETP programs for each semester:

ETP DISCOVER



[The ETP Discover](#) is organized in the Fall semester. Certificates are provided. The Discover program provides aspiring students with a comprehensive introduction to starting and running a business. Its training contents include Ideation & Lean Canvas, Research & Customer Interviews; Skills Identification & Team Building, Mentors & Advisors; Business Structure forms and Resources & Support, Business Plans, Financing, and Resources and Supports.

ETP DEVELOP



[The ETP Develop](#) is organized during the Winter semester. Certificates are provided. As the next level, the Develop program provides participants with core entrepreneurship themes and problem-solving skills. It represents training opportunities for participants to turn their business ideas from the Discover program into reality. Its contents include Naming & Branding, Legal ABCs of Starting a Business, Sales, Marketing & Social Media, Managing Growth, Accounting for Business, Financial Management, Intellectual Property and Commercialization, and Next Steps – Resources, Supports & Planning.

ETP INSPIRATION



[The ETP Inspiration](#) is organized in the Summer semester. It is a certificate-provided program. The Entrepreneurial Inspiration Program is brand-new and has been designed and incorporated since Summer 2024. It focuses on providing entrepreneurial experience and practical knowledge. This program aims to inspire fresh participants to learn about entrepreneurship and transfer invaluable experiences from the entrepreneurs to the ETP graduates from the ETP Discover and Develop programs for their next steps.

Contact Information:

The ETP is organized and administered by Dr. Hanh Do, the ETP Coordinator.

Email: dtmaihanh@mun.ca

Office: IIC-2012, Bruneau Centre for Research and Innovation

Summer 2025

Entrepreneurial Inspiration

Programme



The Entrepreneurship Training Program (ETP) Inspiration - Summer 2025 (June 5- July 31, 2025) is certificate-provided. This program is targeted to inspire participants to learn about entrepreneurial practices, even if they have no business experience and have never done or thought they would become entrepreneurs. It also transfers invaluable experiences from the entrepreneurs to the ETP graduates from the ETP Discover and Develop programs for their next steps. Furthermore, ETP participants can network and gather to talk about their business ideas. There is no theoretical part in this program. This certificate-provided ETP program includes two main parts: Special topic sessions and Post-session reflections. Additionally, its optional part is titled One-on-one or group advice and support meetups.



Part 1: Special Topic Sessions (Online or in-person, synchronous)

This component includes 8 interactive sessions focusing on "Share from and Talk with Entrepreneurs" that are weekly presented by excellent, experienced entrepreneurs or guest professors. The majority of speakers will be MUN alumni and entrepreneurs who are currently successful in doing business. This program is targeted to inspire participants to learn about entrepreneurial practices, even if they have no business experience and have never done or thought they would become entrepreneurs. ETP participants, including both new students and ETP alumni, can learn about guest speakers' entrepreneurial journeys, business ideas, targeted customers, startups, ventures, and how they deal with challenges. It simultaneously provides the basic knowledge needed in entrepreneurship, such as start-up versus small business and entrepreneurial mindset development.

Those sessions are scheduled at 2-3 pm every Thursday starting from June 5, 2025, in person for St. John's Campus students. For graduate students in Marine, Grenfell, and Labrador campuses, we offer you a hundred percent of the Online ETP Inspiration Program.

Requirements:

Synchronous (at the same time) attendance. All ETP students are required to attend the sessions (in person or online) at the same time. St. John's campus students must attend synchronously at least 6 (six) sessions in person. Marine, Grenfell campus students: must attend synchronously at least 6 (six) sessions online.

Special policy:

Students who cannot synchronously attend the Special Topic Sessions as required due to their recurrent study schedule conflict or family responsibilities are allowed to review the sessions' recordings weekly on their own

time. They are required to set aside time to review all recordings they missed. This activity will be checked carefully as the attendance requirement for the component of Special Topic Sessions to obtain the certificate of ETP Inspiration-Summer 2025.

To get this special policy approved, please email the ETP Coordinator:

- The proof of your course coincides with the specific topic sessions (which session(s), their title, date, time and email of your supervisor/instructor); and/or a brief explanation of your family responsibilities.
- Your instructor's or Lab supervisor's full name and email contact.

Instructions for attending the Special Topic Sessions

For St. John's campus students: Please be available at the venue at least 5 minutes in advance. And, please always confirm your attendance by filling out the QR code (provided at the venue) to check your attendance.

For Grenfell campus, Labrador campus and Marine Institute campus students: Please access the joint link provided in This handbook, in [Brightspace](#) course content, or a weekly email with the subject titled "This week's schedule." You don't need to do anything for the attendance check, as Webex automatically records it.

Session's recording, materials (if any) and photos:

It is usually available 1-2 days after the session on [Brightspace](#) with the course titled "ETP Inspiration – Summer 2025." Please visit Content/Special Topic Sessions/ select Session 1(or 2,3,...8) to review the session's recording, its materials (if any), and photos.

Special Topic Sessions

Schedule:

Session 1: Developing Your Entrepreneurial Mindset

Date: Thursday, June 5, 2025

Time: 2 – 3 pm

Mode: Hybrid mode (in-person and online)

Venue: A-1046, Art and Administration Building, MUN

Joint link:

<https://mun.webex.com/mun/j.php?MTID=m2f638325e81a48a201f7314e375a83a4>

Speaker:

Dr. Carlos Bazan

Associate Professor, Associate Dean of Graduate Programs and Research, Faculty of Business Administration

Time: 2 – 3 pm

Mode: Hybrid mode (in-person and online).

Venue: A-1046, Art and Administration Building, MUN

Joint link:

<https://mun.webex.com/mun/j.php?MTID=m2f638325e81a48a201f7314e375a83a4>

Speaker:

Brian Hurley

Business Manager and President, Iron Rock Brewing Co.

Instructor of BUSI 3630 Venture Creation Course, Memorial University

Session 2: Getting Started with Meta Advertising

Date: Thursday, June 12, 2025

Time: 2 – 3 pm

Mode: Hybrid mode (in-person and online).

Venue: A-1046, Art and Administration Building, MUN

Joint link:

<https://mun.webex.com/mun/j.php?MTID=m2f638325e81a48a201f7314e375a83a4>

Speaker:

Lilija Spiglavovaite

Client Partner at Meta

Session 6: Share from and Talk with Entrepreneur Wanda Cuff Young

Date: Thursday, July 10, 2025

Time: 2 – 3 pm

Mode: Hybrid mode (in-person and online)

Venue: A-1046, Art and Administration Building, MUN

Joint link:

<https://mun.webex.com/mun/j.php?MTID=mf435856a8987710969dd5d8699acdabb4>

Speaker:

Wanda Cuff Young

CEO, White Rock Consulting | President, Atlantic Trading

Corporation | Vice President of Operations, Work Global Canada Inc.

Session 3: Creating Profitable Business Models

Date: Thursday, June 19, 2025

Time: 2 – 3 pm

Mode: Hybrid mode (in-person and online)

Venue: A-1046, Art and Administration Building, MUN

Joint link:

<https://mun.webex.com/mun/j.php?MTID=m2f638325e81a48a201f7314e375a83a4>

Speaker:

Kyle Hickey, Ph.D.

Startup Coach, PropelICT

Session 7: Share from and Talk with Entrepreneur Suren Margaryan

Date: July 17, 2025

Time: 2 – 3 pm

Mode: Hybrid mode (in-person and online)

Venue: A-1046, Art and Administration Building, MUN

Joint link:

<https://mun.webex.com/mun/j.php?MTID=mf435856a8987710969dd5d8699acdabb4>

Speaker:

Suren Margaryan

Co-Founder and COO, CakeyHand

Session 4: Share from and Talk with Entrepreneur Heather Elliott

Date: Thursday, June 26, 2025

Time: 2 – 3 pm

Mode: Hybrid mode (in-person and online)

Venue: A-1046, Art and Administration Building, MUN

Joint link:

<https://mun.webex.com/mun/j.php?MTID=m2f638325e81a48a201f7314e375a83a4>

Speaker:

Heather Elliott,

Maritime Researcher

Original Shipster

Session 8: Share from and Talk with Entrepreneur Mackenzie Warford

Date: Thursday, July 24, 2025

Time: 2 – 3 pm

Mode: Online only (Reason: speaker's location in Corner Brook)

Joint link:

<https://mun.webex.com/mun/j.php?MTID=m323d81c7fd19b4e5f46c60c7a0c94f9b>

Speaker:

Mackenzie Warford

President - Canadian Hydroponic Association

Papa's Farm

Session 5: Share from and Talk with Entrepreneur Brian Hurley

Date: Thursday, July 3, 2025

Part 2: Post-session Reflections

This is hosted online through [Brightspace, asynchronous \(at your own time\)](#).

Instructions for accessing [Brightspace for this reflection part](#):

You will be added to the Brightspace course before June 2, 2025. If you apply for this program after this date, it will take around 1-2 days to be added. We will email you and let you know when you can access [Brightspace](#). After participating in the special topic sessions, ETP participants are required to visit Discussions/Post-session Reflection 1 (or 2, 3...8) to answer/respond the questions, which is called a thread. Thread: Click Post-session Reflection 1 (or 2, 3...8)/Click "Start a new thread": You can create the subject for your thread in the small box, then answer the reflection questions in the big box. After completing, please click "Post."

Students with the approved special policy: Please visit Content/Special Topic Sessions/ select Session 1(or 2,3,...8) to review the session's recording. Then, visit Discussions/Post-session Reflection 1 (or 2, 3...8) to answer/reflect on its questions.

Post-session Reflection questions (for each session):

What takeaway(s) or point(s) did you find most helpful, applicable, or interesting in this session?

Do you have any questions you would like to ask the guest speaker of this session?

Requirements:

All ETP students are required to complete at least 6 reflections (6 threads). Ideally, for the best result, you are encouraged to complete the reflection right after participating in each session or on Fridays. However, you have until 11.59 pm, July 31, 2025, to complete this part.



Part 3: One-on-one or group entrepreneurship advice and support meetups (optional)

These meetups are available for ETP participants and alumni who need support to initiate and develop their business plan and guidance to carry out market analysis. Then, they are referred and connected with relevant resources and support from the entrepreneurial ecosystem and entrepreneurs in Newfoundland and Labrador. Furthermore, the purpose of these optional sessions is to guide students individually, give group advice and partner finding for ETP students' upcoming businesses.

ETP participants are encouraged to attend weekly drop-in meetups (individually or in groups) after attending special topic sessions from 3.30 -4.30 pm in the SGS Office, IIC-2012 (Bruneau Building). You can also book an in-person or online appointment with the ETP Coordinator via this link: <https://mun.jotform.com/242633434622250>.

If you have any questions or enquiries, please email the ETP Coordinator at dtmaihanh@mun.ca; you will receive her responses soon.

Follow us on the ETP Website and Social Media

Website: <https://www.mun.ca/etp/>

Facebook:

<https://www.facebook.com/mun.etp>

Twitter: https://twitter.com/mun_etp

Instagram: <https://instagram.com/mun.etp>

LinkedIn: MUN Entrepreneurship Training Program Alumni:

<https://www.linkedin.com/groups/8618570/>

LinkedIn: ETP Coordinator:

www.linkedin.com/in/thi-mai-hanh-do-56972187

Summary of criteria for receiving the certificate of the ETP Develop-Winter 2025. Please be informed that eligible ETP students will receive their digital ETP Inspiration-Summer 2025 certificates via email in the first week of August.

Please note that besides the knowledge and invaluable experiences in entrepreneurship and business, you can add this program's certificate to your resume to become a stronger job applicant for your career development in the near future. Besides, as an ETP certificate holder, your experience in this field will be added to Memorial's Online Record of Experience (MORE). By using MORE, students will be able to catalogue their experiences, recognize specific competencies they've gained, quantify their experiences by time and competency development and share those competencies and experiences with various academic and professional stakeholders (such as on LinkedIn).

Items	Number required	Deadlines
Follow the ETP Facebook at https://www.facebook.com/mun.etp And other ETP social media	Followed	As soon as possible to receive helpful information and communication for and with ETP participants and alumni.
Complete your Introduction (Your first thread in this discussion section in Brightspace)	01 thread	July 4, 2025
Attend at least 6 Special topic Sessions	06 Attendance (Synchronous)	St. John's campus students: In-person Attendance Marine Institute, Grenfell and Labrador campus students: Online Attendance Special policy students: Review of at least 6 session recordings is required on their own time.
Answer the reflection questions for each post-workshop reflection each week (your thread)	06 threads	You will have until July 31, 2025, to complete at least 6 threads. Tips: Completing the thread right after attending the Session or every Friday is the most effective way to gain ETP knowledge, as it directly relates to the Special Topic Sessions.
Complete one anonymous post-program survey (the survey link will be posted on July 24, 2025)	01 survey	July 31, 2025.
Optional (but essential and be encouraged):		
One-on-one or group entrepreneurship advice and support meetups: These sessions are available for ETP participants and alumni who need help to develop their business ideas. Additionally, they are provided and connected with relevant resources and support from the entrepreneurial ecosystem and entrepreneurs in Newfoundland and Labrador. Furthermore, the purpose of these optional sessions is to guide students individually, give group advice and partner finding for ETP students' upcoming businesses.		

