

A Summer to Remember: The Return of the Entrepreneurship Training Program

The summer of 2023 marked an exciting milestone for grad students at Memorial: the return of the Entrepreneurship Training Program. Following a year-long hiatus since the Winter 2022 session, the ETP made a resounding comeback with this 8-week program that ignited entrepreneurial spirits and inspired innovation among the students. This report celebrates the program's successful return and provides insights for future iterations, all through the participants' lens.

The Return of a Legacy

A year may have passed since the last ETP session, but the enthusiasm and commitment of the students remained undiminished. The Summer Bootcamp 2023 brought together a diverse group of **53 registrants** from 34 different departments. This multidisciplinary mix created a dynamic environment, sparking rich exchanges of ideas and fostering a culture of innovation. One student commented, *"This program was a great opportunity to connect with students from other departments and learn from their perspectives."* The chart below illustrates the representation of different departments among the registrants:

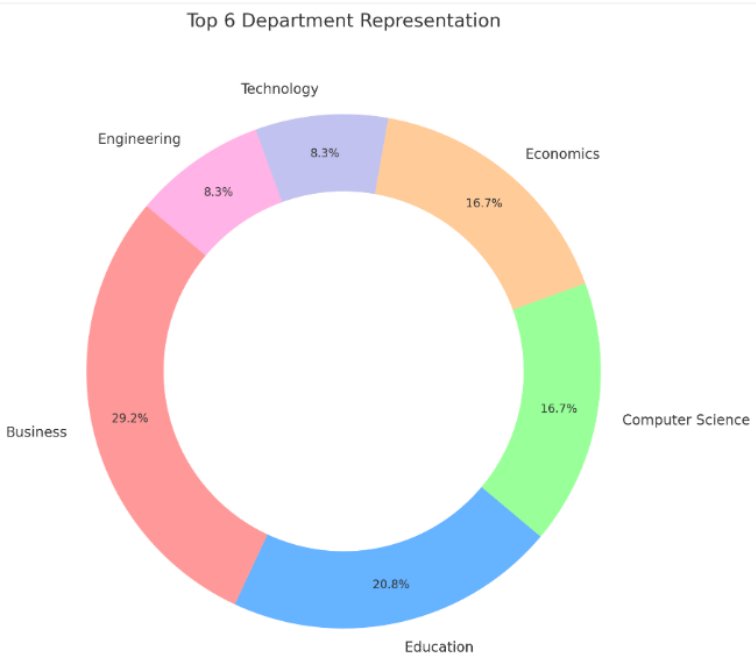


Fig 1: Top 6 Departmental Representation

Student Attendance

The Summer Bootcamp 2023 saw robust attendance across all sessions, a testament to the student's commitment and interest in the program. The sessions saw a healthy mix of in-person and online

attendees, reflecting the flexibility of the hybrid model. Some sessions, such as *"Navigating Legal Pitfalls"* and *"Intellectual Property and Research Commercialization"*, saw the highest participation, with almost equal numbers of students attending in-person and online. The supplementary session on *"Becoming a Social Entrepreneur"* was attended only online, suggesting the convenience of the digital format for some participants. The chart below provides a detailed breakdown of attendance across sessions:

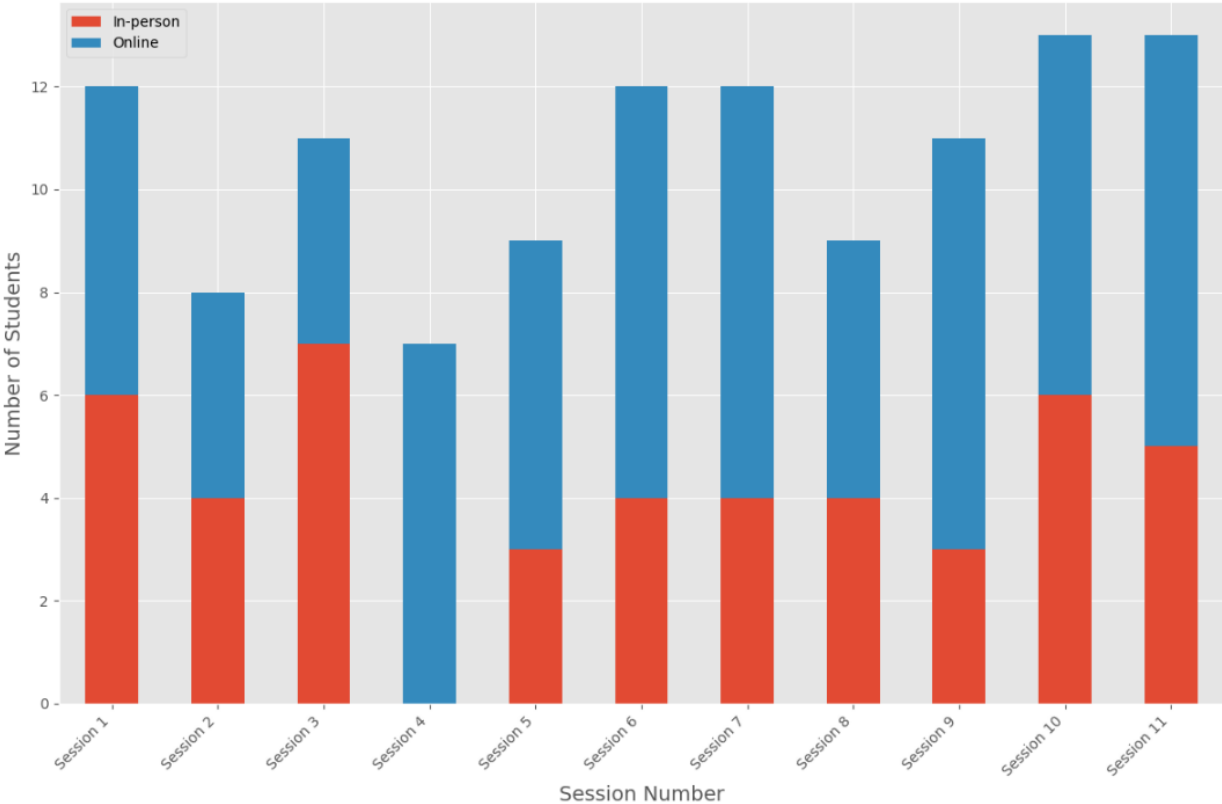


Fig 2: Students' nature of attendance in sessions

Embracing Flexibility

In a world where flexibility is key, the program's hybrid model of learning was a winner. Offering a choice between in-person and online sessions, the program catered to diverse learning preferences. The pie chart below showcases the preferred session formats among participants:

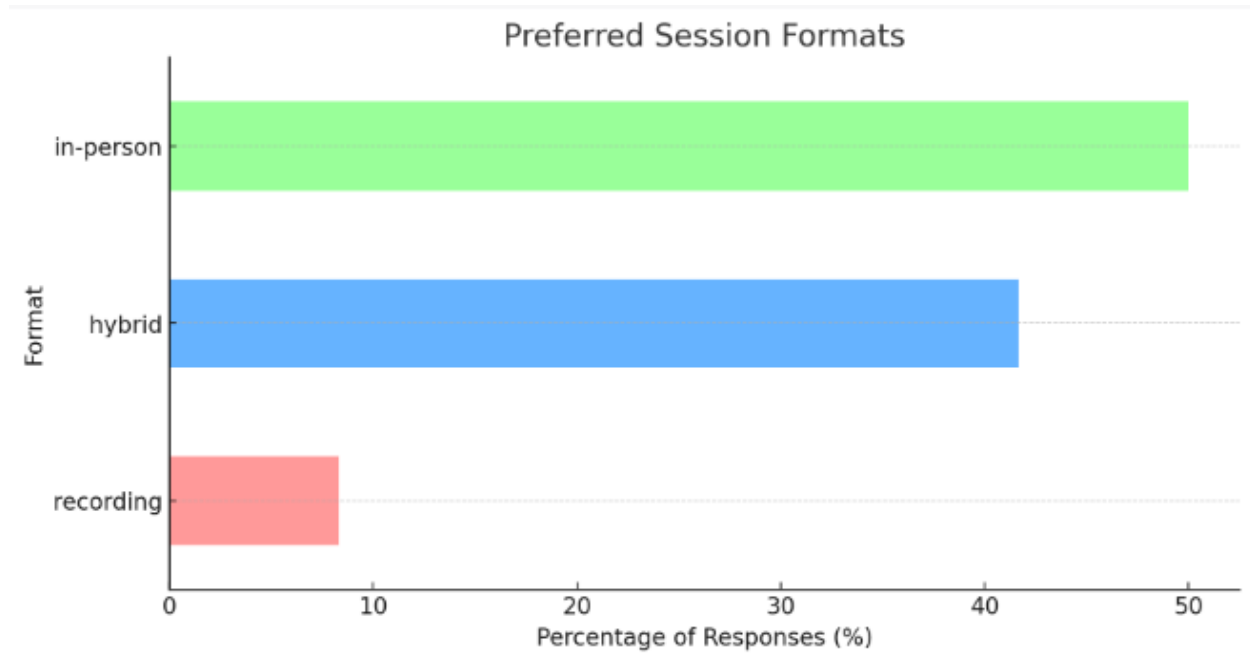


Fig 3: Preferred mode of session delivery

41.67% of the participants favoured a hybrid format. As one student aptly put it, ***"The flexibility of the program was great. I was able to attend in-person when I could and catch up online when I couldn't."***

Satisfaction: High Scores All-Around

The students didn't just welcome the return of the ETP—they embraced it wholeheartedly! The overall experience was rated at an impressive 4.5 out of 5. The sessions, too, received high praise, scoring an average rating of 4.67 out of 5. One participant stated, ***"The sessions were informative and engaging. I learned a lot and am eager to apply these lessons in my entrepreneurial journey."*** These high satisfaction scores reflect the effectiveness of the program and its resonance with the students.

Eyes on the Future

The end of the Summer Bootcamp wasn't a goodbye, but a promise of continued engagement. The average likelihood of participants attending another program from the ETP was rated as a perfect 5 out of 5. Furthermore, **12** participants expressed interest in meeting regularly with like-minded individuals. A student noted, ***"This program has sparked my interest in entrepreneurship. I would love to connect with other like-minded individuals to discuss ideas and learn from each other."***

Valuable Feedback

Feedback is the compass that guides improvement, and our participants provided plenty of it. One participant suggested, ***"More hands-on experiences would be beneficial,"*** while another added, ***"More sessions on social entrepreneurship would be great!"*** A recurring suggestion was for increased advertisement of the program, indicating a desire to see the program reach even more students. As one participant noted, ***"Good program, it just needs more advertisement."*** This feedback underscores the desire of our students to share this valuable experience with even more of their peers at the university.

Conclusion

The return of the Entrepreneurial Ignition: A Summer Bootcamp 2023 marked a significant milestone in the journey of entrepreneurship at Memorial University. The program's successful return, marked by high satisfaction levels, strong interest in future engagement, and positive recommendations, underscores the continued relevance and impact of the ETP. The insights gained from this report will shape the future iterations of the program, ensuring that the entrepreneurial flame at Memorial University continues to burn bright. As we celebrate this successful comeback, we look forward to many more seasons of inspiration and innovation!