

Summer Program on Entrepreneurship 2018

Guest Speakers

May 21 | Entrepreneurship Panel Discussion



Sravya Kalyanapu Co-Founder & COO, Seleste Lipsticks

Sravya is currently a fourth year chemical engineering student at the University of Alberta. She is someone who believes success is not solely measured by personal growth but also through one's contribution to the betterment of society. She devoted most of her time volunteering with a number of charitable organizations in her community. She strongly believes that comprehensive education is the ultimate approach to empowering women and abolishing gender inequality. To transform her vision into actions, she co-founded a social enterprise that actively promotes education amongst women for the overall development of a nation. Her company, Seleste Lipsticks, produces and sells handcrafted lipsticks based on 100% natural ingredients that nourish and repair lips.

Ramneek Purewal & Lisa Zhu Co-Founders, Evented

resources but quickly evolved into an event planning service for couples looking for a unique service and simpler planning, now "dubbed" pop-up weddings. Evented is now a published and growing business

Ramneek Purewal | Co-Founder

Ramneek entered University of Alberta's School of Business in 2014, shortly after graduating with a degree in Psychology and Sociology through the Bachelor of Arts program. She was first encouraged to pursue entrepreneurship seriously through U of A's eHUB program. Ramneek is excited to be carving out a unique space of the event industry and thrives on watching visions turn into realities for both the Evented team and their clients.

Lisa Zhu | Co-Founder

Lisa started her entrepreneurial journey 4 years ago while in school and immediately knew being an entrepreneur was the path she wanted to take. Having a background in Digital Media and IT, Lisa makes sure that Evented is looking and functioning at its best. With an eye for all things beautiful, digital or otherwise, Lisa shares in the Evented belief that events really can be fun and inexpensive.



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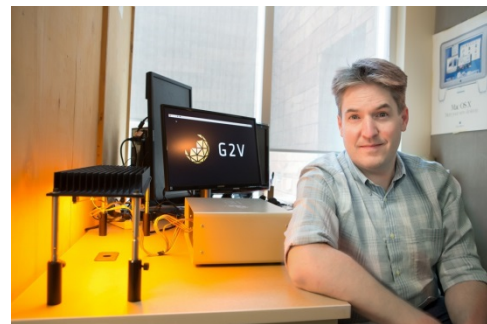
Adam Simmons
COO & Co-Founder, trioova

Trioova™ began when Luke Butterworth identified gaps in communication throughout the healthcare system. Specifically, communication channels between a patient's multiple clinicians and caregivers were cumbersome and disconnected, making it frustrating to find information, understand results or engage everyone that needs to be part of the conversation. Communication was often slow and disjointed, preventing patients from getting the quality and speed of care they needed.

Adam Simmons holds a Bachelor's degree in Human Kinetics majoring in Movement Science. Adam has completed post-graduate studies in Bioinformatics specializing in Biological Data Analysis and has extensive hands-on experience in complex multidisciplinary care as a Kinesiologist within community based rehabilitation settings and private disability insurance as a Rehabilitation Consultant. Through these experiences, Adam has personally witnessed the multiple challenges facing the patient and treatment providers across both public and private healthcare settings.

Michael Taschuk
Founder & Technical Lead, G2V Optics Inc.

G2V Optics is improving the technology that makes it possible to grow plants indoors by mimicking the sunlight conditions of locations around the world. Its grow lights offer as close a match to natural sunlight as you can get, along with the ability to replicate sunlight conditions for any location on earth.



Dr. Michael Taschuk is the Founder and Technical Lead for G2V Optics Inc. Following a short time working as a machinist in Calgary, Michael moved to Edmonton to complete his Bachelors and PhD in Electrical Engineering at the UofA. His research on laser-induced breakdown spectroscopy (LIBS) led to numerous scholarships and a patent. Michael is a dedicated, efficient Research and Development engineer who thrives on challenging technical problems in experimental optics, nanostructured thin films, compact optical devices, gas sensors and organic solar cells. After 7 years working as a Research Associate at the UofA, Michael founded his company in Edmonton. He has found that many of the skills in engineering are transferable to the world of commercialization, and that many supports were available at the UofA to get him started on this career path.

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May 21 | Lecture: Design Thinking

Sandra Spencer

CEO, Nimble Strategizing

Sandra Spencer worked in the Alberta innovation ecosystem for more than 7 years before incorporating her company Nimble Strategizing. Her goal is to help build and grow nimble, sustainable companies by working with startups and business owners in 5 areas:

- Validation
- Business modeling
- Strategic planning
- Operational efficiency – identifying and developing key processes, procedures, systems, and measures for long term success
- Requesting capital – coaching and development of pitches aimed at raising capital from private investors

In addition, she works with organizations to develop and deliver training programs for startups and business owners, as well as developing and delivering workshops on her own that focus on lean, business strategies. This includes working with:

- Valhalla Private Capital Group
- 321 Growth Academy
- 3 Day Startup



May 22 | Lecture: How technology is scrutinized and technology companies evaluated by investors

Eddy Isaacs, PhD

President, Eddy Isaacs Inc.

Eddy Isaacs is the former CEO of Alberta Innovates – Energy & Environment Solutions and is currently the President of Eddy Isaacs Inc. and a Strategic Advisor to the University of Alberta, Faculty of Engineering.

Eddy has spent his career promoting innovation in energy and environment across Canada and in forging partnerships between industry, government and academia. In 2014, he received the ASTECH Foundation's award for his outstanding contribution to the Alberta science and technology community.



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Eddy has served as co-Chair of the Energy Technology Working Group of the Canadian Council of Energy Ministers. He is regularly called upon to provide expert opinion and insight into Alberta's future in energy and environment.

Eddy holds a Ph.D. from the University of Alberta and a B.Sc. from McGill University. He has over 80 publications and 6 patents in the energy field. He is currently the President-elect of the Canadian Academy of Engineering. He also serves as a Board Member of: the Scientific Advisory Committee of the Council of Canadian Academies; the Scientific Advisory Committee for the NRG-COSIA X-Prize; and the External Advisors' Panel of the Auditor General of Alberta.

May 22 | Lecture: Politics in Alberta and Canada



Jared Wesley, PhD

Associate Professor, Department of Political Science

Jared Wesley is a "pracademic" -- a practicing political scientist -- whose career path has taken him from government boardrooms to university classrooms. Prior to joining the Department of Political Science, Jared served in various senior management roles in the Government of Alberta, including as Director of Learning and Development Policy (Public Service Commission), Senior Operations Manager (Executive Council), and Director of Intergovernmental Relations (Executive Council). Jared is also Vice Chair of the Institute of Public Administration of Canada (IPAC) Edmonton Regional Group, helping to build bridges between academics and public policy professionals throughout Canada.

May 22 | Lecture: Managing Innovation

Mauricio Vizconde

Sessional Instructor, Alberta School of Business

Mauricio is originally from Mexico City and grew up in a business family. He completed his MBA at the University of Saskatchewan, and has now lived in Canada for over a decade. Mauricio is passionate about supporting successful business owners, professionals, and corporate executives – and their families. With over 12 years of experience in financial services, he has had the privilege of providing personalized, discrete financial counsel to a select group of high-net-worth families and their businesses throughout western Canada. Mauricio works with a talented group of specialists in the TD Wealth and TD Bank Group teams.



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May 23 | Lecture: A primer on Indigenous economies and building partnerships

Kirsten Lindquist

Aboriginal Governance and Partnership Administrator

Kirsten Lindquist, Cree-Métis and settler European ancestry from North East Alberta, is the Administrator for the Indigenous Governance and Partnership Program at the Faculty of Native Studies at the University of Alberta. She also provides research coordination for the Indigenous Engagement Project and the Indigenous Science, Technology & Society Training Program.

Based on her MA in Indigenous Governance community project, Kirsten integrates media arts activities into Indigenous youth governance and leadership. Kirsten introduced a pilot course in Indigenous New Media, and also instructs Native Economic Development. Kirsten has been involved with the Indigenous Partnership and Development Program for over two years now, and has facilitated discussions on Indigenous Relations policies, UNDRIP, and the TRC. She will be returning as a graduate student with the Faculty of Native Studies in September to start her PhD in Indigenous Studies.

May 24 | Lecture: Entrepreneurial Skills

Arden Tse

Manager, Venture Mentoring Service

After an extensive career in commercial real estate sales, pension fund investment management, and as a finance professional, Arden set his sights on the world of entrepreneurship. He is a co-founder and owner of Prairie Noodle Shop and also currently the Manager of the University of Alberta's Venture Mentoring Service, a dedicated mentorship program for UAlberta entrepreneurs.



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May 24 | Lecture/Tour: Ritchie Market

Greg Zeschuk

Owner, Blind Enthusiasm Brewing Company / Ritchie Market

Originally trained as a medical doctor (UofA Med '92), Greg teamed up with two classmates and formed the videogame company BioWare in 1995. For the next 17 years BioWare would create many of the industry's most beloved role playing games (Baldur's Gate, Star Wars Knights of the Old Republic, Dragon Age, Mass Effect) and form partnerships with LucasArts/LucasFilm, Microsoft, and Electronic Arts. BioWare was purchased by Electronic Arts in 2007. BioWare grew to eight studios across the globe before Greg and his business partner Ray Muzyka departed the company in 2012.

After BioWare, Greg started a YouTube channel called The Beer Diaries focused on craft beer and served as the first Executive Director of the Alberta Small Brewers Association for two and a half years. This led to a desire to start a brewery in his home town of Edmonton. Greg dabbled in land development to build the award-winning Ritchie Market, housing his brewery (Blind Enthusiasm Brewing Company) and restaurant (Biera), and the Monolith, housing Blind Enthusiasm's barrel-aging facility.

Greg now operates his companies while focusing on contributing to the community via hosting charitable events and participating in local festivals and fundraising efforts. He also serves on a number of private, public, and not-for-profit boards.

