

# W. BRETT WILSON CENTRE FOR ENTREPRENEURIAL EXCELLENCE STATUS REPORT

[[www.innovate.usask.ca](http://www.innovate.usask.ca)]

**Vision:** We are Canada's entrepreneurial hub.

**Mission:**

- We produce entrepreneurial leaders that add value to society.
- We embrace lifelong learning and the pursuit of knowledge.
- We embrace innovative thinking.
- We believe that innovation can happen anywhere, in any form and by anyone.
- We believe in courage and challenge the status quo.
- We believe excellence is being better today than yesterday.
- We value teamwork, people and their ideas.
- We value and promote integrity.
- We believe in creating wealth with a heart (social and environmental consciousness).
- We believe priorities guided by passion leads to a life of significance.

The Wilson Centre is well positioned to grow and nurture high performing entrepreneurs and spur on a flurry of entrepreneurial activity. We foster environments where students are free to explore possibilities and their creativity to create and transform the world around them.

The driving force behind entrepreneurship is innovation. Innovation adds value (i.e. job growth) to societies and economies. It is hard to imitate and an inexhaustible source that can sustain competitive advantage in a knowledge-based economy. Creative thinkers, problem solvers and the collision of disciplines are innovation's core contributors. Without it, only minor shifts may occur, robbing an economy of its numerous wonderful possibilities. The Centre is tapping in and encouraging leaders and thinkers of tomorrow through education, research, training and nurturing.

The Centre has had strategic impact at two levels. First, within the University we have witnessed a broad class of stakeholders, ranging from undergraduates to post-graduate students and faculty, seeking out and engaged with the Centre to add value to their activities and/or interests. Secondly, within the larger community (i.e. business, finance, research institutes, government and non-governmental organizations), the Centre has become a source of talent, ideas and wealth creating opportunities, routed primarily in innovation and industry-academia collaboration.

**Values of the centre:** LIVE.LEARN.LEAD. We believe you should LIVE with passion; LEARN with passion; and LEAD with passion.

**Types of activities undertaken to achieve mandate:** Entrepreneurial research by Wilson Scholars, promoting entrepreneurship minors, experiential learning for students through the i3 idea challenge and Aboriginal Youth Idea Challenge, a new venture creation competition; Conceived and host, Saskatchewan's largest networking event called Pitch Party; outreach to high schools and K-8 with Lemonade Day; hold workshops and seminars for graduate students; engage business community to mentor aspiring entrepreneurs.

**Governance:**

Sanj Singh, Director

Jessica Richard, Marketing Coordinator

Advisory Board:

Sarah Gauthier, Cameco

Robert Theoret, HCFM

Hugh Wood, Vecima Networks

Earl Eidem, DynaVenture

Grant Isaac, Cameco

Sean Willy, Cameco, Aboriginal Development

Rob Gerbrandt, Ministry of Highways & Transportation

Mona Nasser, Victory Group of Companies

Janusz Kozinski, York University

Dale Lemke, Display Systems International

Attach a list of current centre members, including external members and member terms where relevant.

Wilson Scholars

Brooke Dobni, Edwards School of Business

Marvin Painter, Edwards School of Business  
Gordon Sparks, College of Engineering  
Bill Brown, College of Ag & BioResources  
Tom Allen, College of Ag & BioResources

Founding College Dean's  
College of Engineering  
College of Ag & BioResources  
Edwards School of Business