



West Vancouver School District
YELL: Entrepreneurship 12
Feb. 6th, 2017



What is YELL?

- ❑ A unique district program in partnership with YELL: “Young Entrepreneurship & Leadership Launchpad”
- ❑ YELL is an independent charity supporting entrepreneurship and leadership programming, integrated into BC business curriculum
- ❑ YELL is now in 5 BC school districts with 3+ being added next year





EMPOWERING THE NEXT GENERATION OF CANADIAN PROBLEM SOLVERS

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Why YELL?

- ✓ Gain practical experience and compete in the Venture Challenge (Dragon's Den style)
- ✓ Build connections to the business community
- ✓ Full Credit course
- ✓ Learn how to turn your ideas into reality
- ✓ Outside of the regular timetable to appeal to a broader group of students

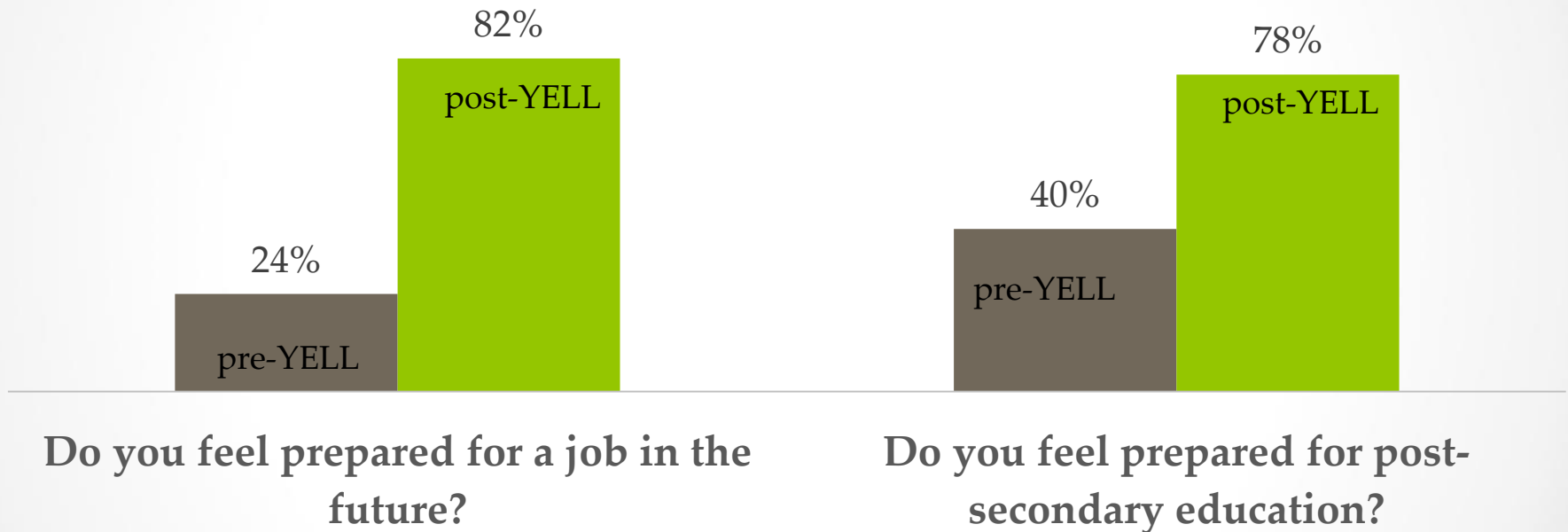


Why YELL: Investing in Students' future

*Data from the BC Ministry of Education's Satisfaction Survey, 2015

■ Average BC Grade 12 Student*

■ Student after taking YELL



50% of BC's tech companies are not satisfied the level of interpersonal skills found in their new hires and rank creativity and innovation skills as 1 of the top 3 skills needed across entry level positions



YELL COMMUNITY



David Cameron, Executive Director

Director

Deep experience designing and managing educational programs for young entrepreneurs. David co-founded Radius Ventures, a social venture accelerator at SFU, and designed The Next Big Thing's fellowship program for Canada's top 10 entrepreneurs under 25. UBC graduate



Punit Dhillon, Founder

CEO of Oncosec Medical, a biopharmaceutical company researching cancer immunotherapy. Awarded Most Admired CEO by San Diego Business Journal, top 100 Pharma CEO's, and Ernst & Young Entrepreneur of the year finalist. SFU Graduate



Jannika Nyberg, Community Manager

Manager

Jannika is a community builder with a passion for youth leadership. An educator by experience, and a certified asset-based community developer. Co-Founder @ ArtQuake, Oceanpath fellow, and RADIUS fellow. McGill graduate.



Rattan Bagga, Founder

GM of Jiva Organics and CEO of new world natural foods. BC top 30 under 30 and Top 20 entrepreneurs under 30 in Canada. Founding Co-Chair of TYE Vancouver. Capilano Graduate



Jo-Anne McKee, West Van Teacher &

Teacher & Curriculum Development

Development

Business Teacher & Athletic Director West Vancouver Secondary. As the founding YELL teacher, Jo-Anne was responsible for setting up the initial curriculum and vision for the classroom and student experience.



Amit Sandhu, Founder

CEO of Ampri Group. Richmond top 30 under 30, Canada's top 20 under 30 entrepreneurs, BIV's top 40 under 40, and youngest individual ever appointed to the Richmond Economic Advisory Committee. Founding Co-chair of TYE Vancouver and founder of a public art initiative and course in collaboration with Emily Carr University of Art & Design. SFU graduate



YELL at a Glance



Business Accelerator
Sept – Jan
(2.5 hours weekly)



Idea Incubator
Feb – April
(Student led + check-ins)



Venture Challenge
May

- ✓ Ministry approved learning outcomes
- ✓ Teacher led, practitioner supported
- ✓ Collaborative and Project based learning
- ✓ Emphasis on a diversity of perspectives
- ✓ Big innovation
- ✓ Concept and competency driven

- ✓ Shared Stories & Experiences
- ✓ Community Championed
- ✓ Curated Curriculum
- ✓ Modular and flexible instructional design
- ✓ Mentor supported learning
- ✓ Interdisciplinary



The YELL Difference

On A Scale of 1-10

How likely would you be to recommend YELL to a friend or fellow student	8.5
Please rate YELL's success in supporting your development as an entrepreneur?	8.6
Please rate YELL's success in supporting your development as a leader?	8.5

Did you make **1 or more connections through YELL with a mentor or leader** that you see yourself continuing to stay in touch with? **84%**

Has YELL been successful in **inspiring and equipping you to invest in and build a career in Canada?** **71%**

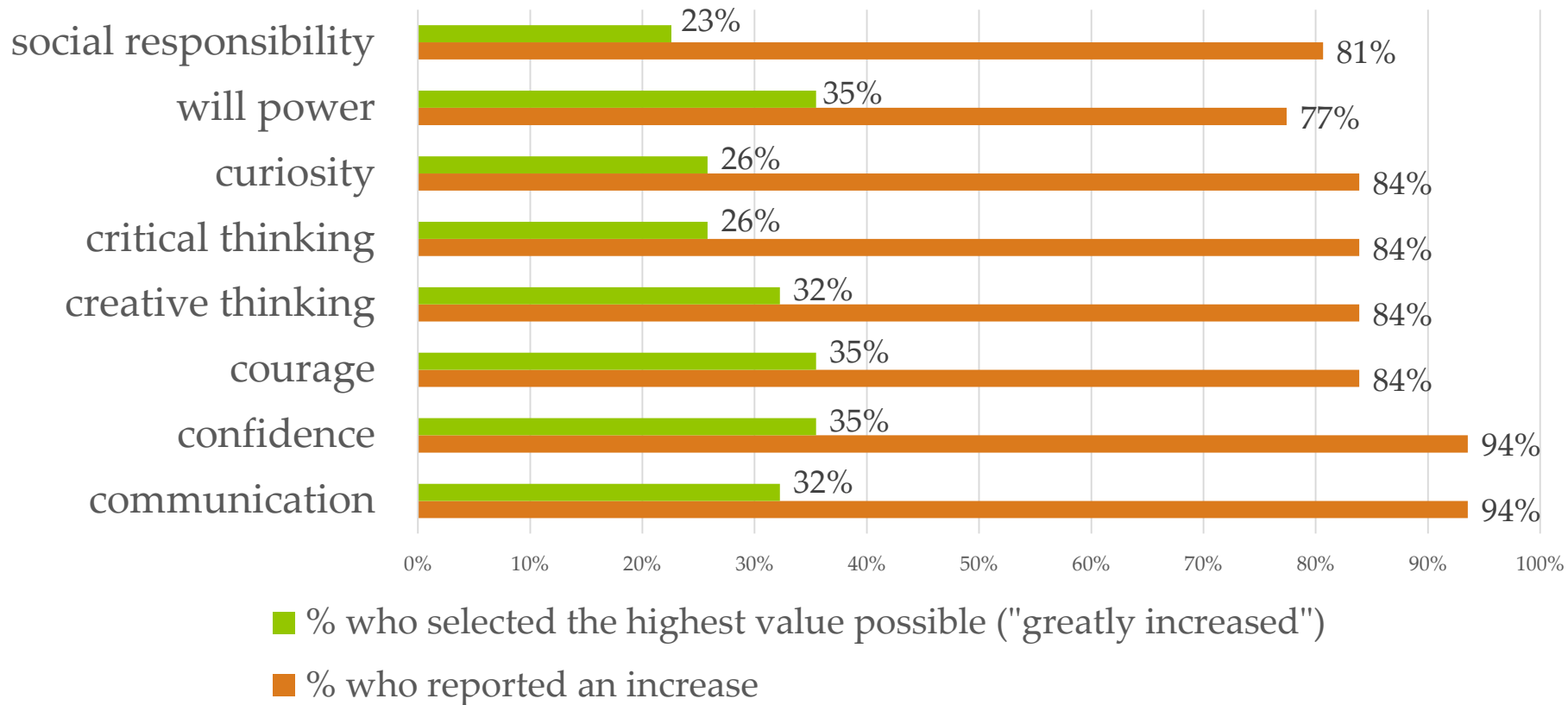
YELL is investing in building and keeping great entrepreneurial talent in Canada



The YELL Difference

Skills, Competencies, Beliefs & Habits

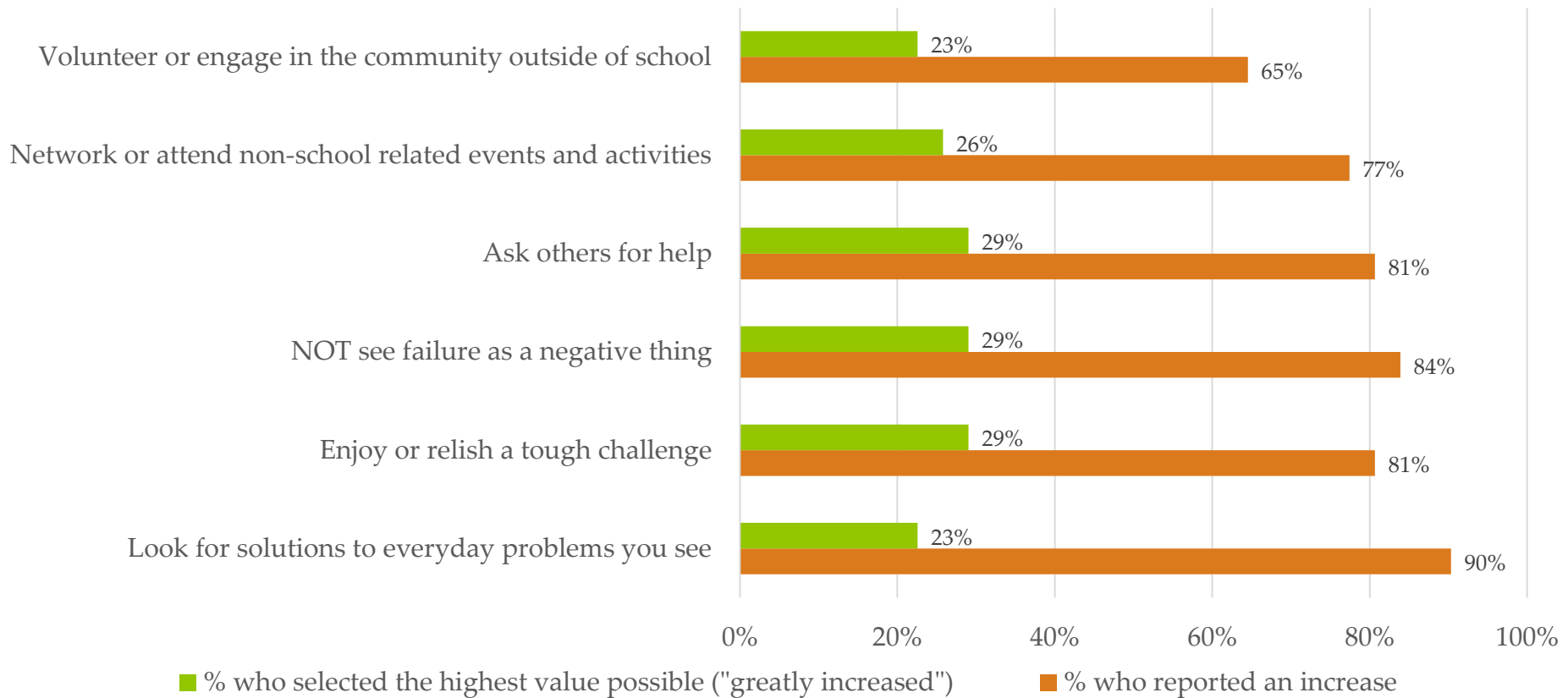
YELL is drastically increasing students'



The YELL Difference

Skills, Competencies, Beliefs & Habits

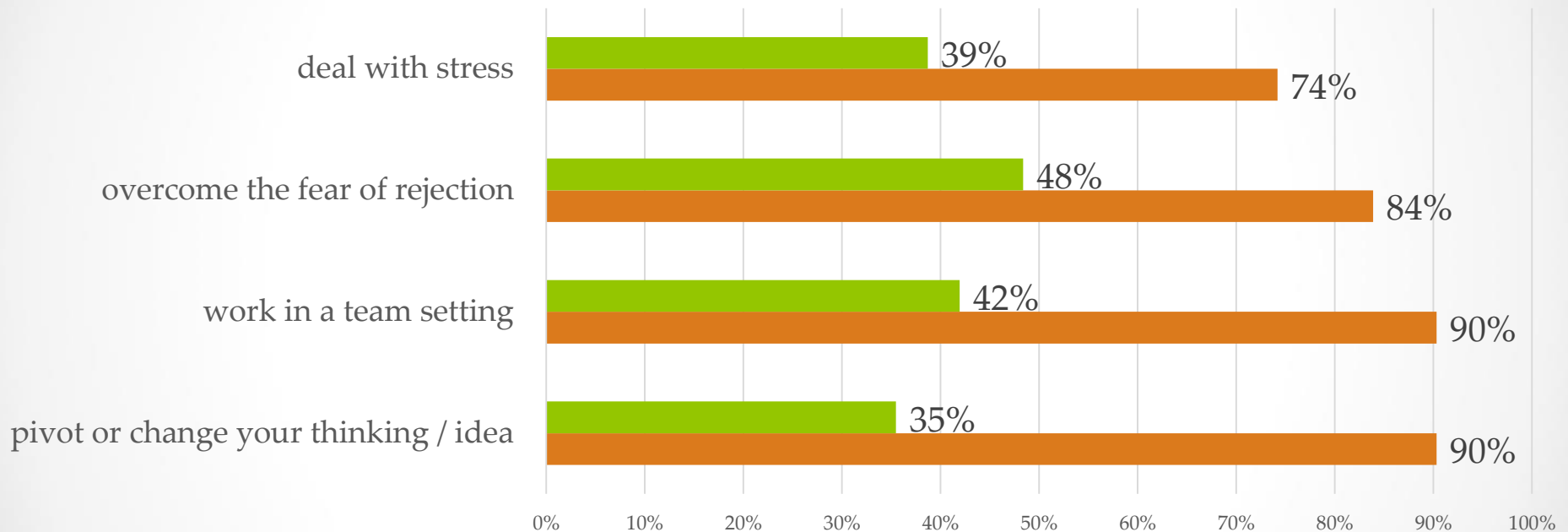
YELL is greatly changing the frequency in which students



The YELL Difference

Skills, Competencies, Beliefs & Habits

YELL is successfully teaching students how to



■ % who selected the highest value possible ("greatly increased")



The YELL Difference

In Students' Words

How would you describe YELL to another student?

- “The most influential and life changing course I’ve taken so far”
- “The best thing it taught me was to think differently, and be curious and to help others.””
- “Prepare to be immersed into the world of business, of entrepreneurship, and of social responsibility. You will be challenged, you will fail, but YELL gives you the tools to get back up, helping you get the most out of your experience.”
- “YELL is an open-minded, learning-based course. It does not matter where you start, it's where you end. YELL teaches you to fail fast, so that you can build resilience, trust in yourself, learn to ask for help, and understand that failing is a natural occurrence in life. When you invest in YELL, you invest in your future as a leader of this generation, a citizen of the world, and an entrepreneur of ideas.”
- “YELL is a course that will challenge you in the best ways possible. The course will not only help you become a better entrepreneur, but also a better person in general”





“BUSINESS ACCELERATOR”

Entrepreneurship Panel

Leadership & Team Building

Critical and Design Thinking

Communication & Presentation Skills

Product- Market Fit & the Ideations Phase

Finance

Business Law

Branding

Marketing

Mindfulness in Business



Business Accelerator Program

- Business Canvas Model
- Course Content Partnership with entrepreneurship@UBC
- Partnerships with Launch Academy, Radius at SFU



Course Schedule

- Students will meet once a week for 2 1/5 hours from Sept. to Dec./Jan. during the **Business Accelerator**
- During the **Idea Incubator**, students will negotiate time for group one-on-one meetings with mentors, and check-ins with the teacher
- **Venture Challenge** will be scheduled in April/May



Ideal YELL Students:

- Demonstrate an interest in business
- Take initiative, work well in groups, and exhibit leadership qualities
- Are able to commit to the course schedule

- Applications will be available on the WV District #45 website
- Accepting applications until March 31st, 2017
- Questions directed to Jo-Anne McKee at jmckee@sd45.bc.ca



Questions & Feedback?

Jo-Anne Mckee, West Vancouver YELL Teacher

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