

**WVS Premier Program  
YELL: Young Entrepreneur Leadership Launchpad**

2022 – 2023 Open House Information

## Land Acknowledgement



We would like to acknowledge and thank the Squamish Nation upon whose unceded and traditional territory West Vancouver Schools reside.

We would like to express our gratitude to this Nation as we value the opportunity to learn and share educational experiences on this traditional territory.



## Acknowledgement of those who presented in the video link

WVS Teacher: Ms. Jo-Anne McKee

### Current YELL Students:

Salma Akhaven  
Janelle Hodge  
Ryan Tan  
Rachel Watkins



# Introductions to the YELL Team

## Co-Founders

### **Amit Sandhu**

#### Ampri Group:

- Built 600+ homes in Richmond, B.C.
- Diversified portfolio of real estate investments
- Founding Co-Chair of TYE Vancouver in 2011
- Global Business Plan Champions (19 cities, 600 students)

### **Punit Dhillon**

- Co-Founder and CEO of OncoSec Medical Inc., establishing a clinical pipeline to address an unmet need in skin cancers
- Received the Citizen of the Year Award in Vancouver in 1998 for his efforts in transforming his East Vancouver high school from a gang and drug addled hub into a safe and nurturing learning environment

### **Rattan Bagga**

- 2013 BC Business Top 30 under 30
- CEO of New World Natural Food, part of a vertically integrated family business specializing in organic and natural foods
- Founding Co-Chair of TYE Vancouver in 2011,
- Global Business Plan Champions (19 cities, 600 students)

**Managing Director:** Amit Sandhu

**Operations Managers:** Vivian Chan & Katty Wang

**Director of Education:** Jo-Anne McKee



# The YELL Community

It takes a community to raise a generation of innovators



West Vancouver Schools was the first school district to offer YELL.

## District Program: General Concept

- Designed for students registered full time in any one of WVS 3 secondary schools:  
Rockridge, Sentinel or West Vancouver Secondary
- For students Grades 11-12



École Sentinel  
Secondary



Rockridge Secondary



## District Program: General Concept

- District programs are choice programs with fees associated with them. However, the YELL program has been developed at a not-for profit charity so there are NO fees associated with this program.
- District programs are designed to provide a variety of areas of interest for our students in the district.
- These programs are taught by WVS teachers, but can include partnerships with outside community members.
- Students receive course credits towards graduation by participating in the programs.
- Our goal is to provide a positive, challenging & fun environment for students.

# YELL: The Program at a Glance



## Accelerated Learning

Sept – Jan

Students learn business concepts  
(2.5 hours weekly)



## Industry Exploration

Sept – Jan

Students learn from  
entrepreneurs  
and industry leaders  
(Part of Accelerated Learning)



## Business Incubator

Feb – May

Students work with mentors  
to build a business venture  
(Student led + check-ins)



## Venture Challenge

May

Students pitch their ventures to  
panels of judges (industry  
leaders, investors and  
community support  
organizations)



- 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 Program Schedule

When: September – June: all year long (linearly within the Semester System)

Location: West Vancouver Secondary School

This year the program took place: Wednesdays from 3:30 – 6:00 p.m.

**Please note that for 2022-2023, the day/time will be confirmed for the program**

### Accelerated Learning Phase:

September – January: students meet one day per week for 2.5 hours

Students participate in industry exploration activities (e.g., field trips, virtual conferences)

### Business Incubation Phase:

Students work with the teacher to schedule times for group meetings with their team mentor and for ongoing check-ins with the teacher

### Venture Challenge:

End of May

## Course Credits

WVS Teacher: Ms. Jo-Anne McKee

Entrepreneurship 12 – YELL



# YELL

# What do Students Learn?

## **Turn ideas into reality**

YELL empowers youth to become the next generation of business and community leaders. High school students gain a general understanding of business, leadership and entrepreneurship.

## **Build relationships with business leaders**

With the support of Vancouver's diverse business communities, YELL students have an opportunity to build relationships with mentors who bring their vast experience and knowledge to every class.

# What do Students Learn?

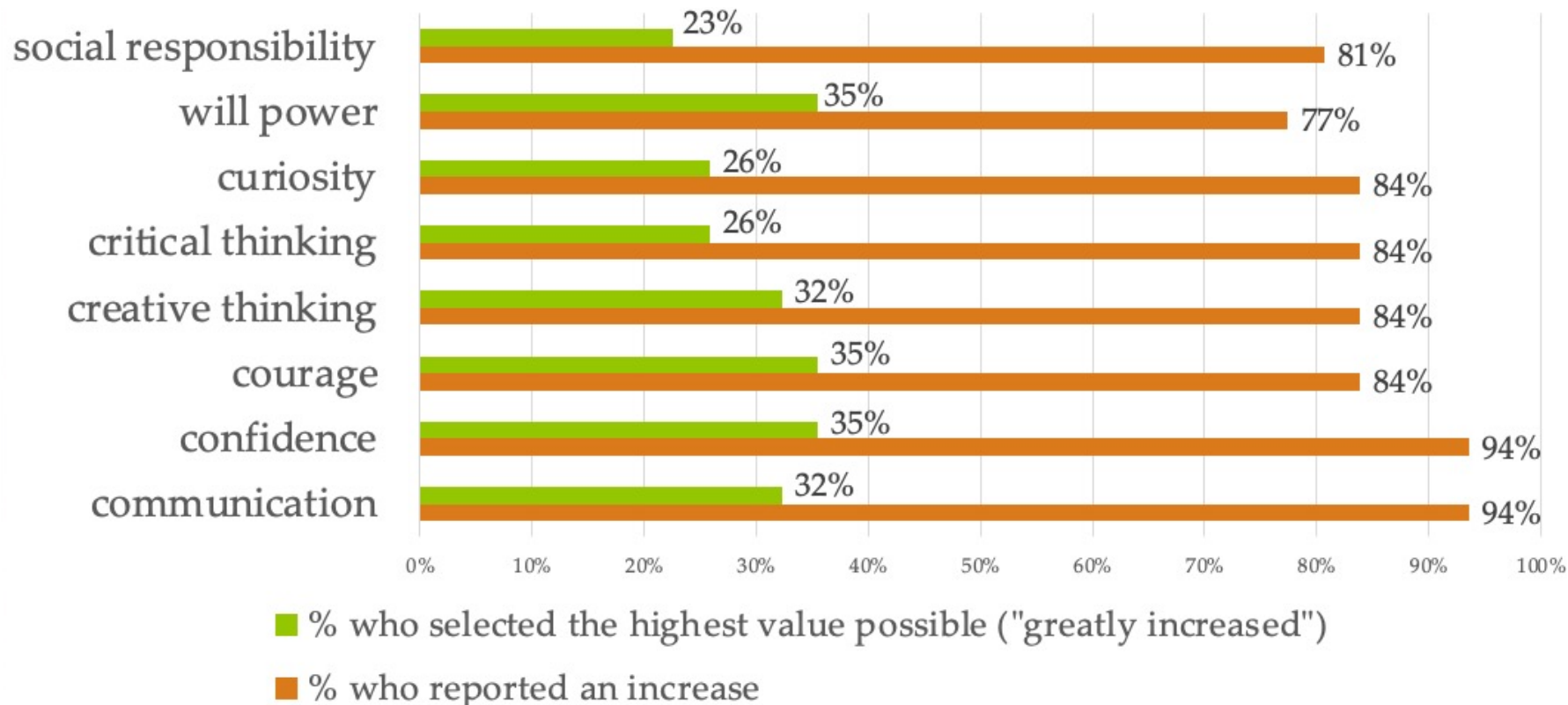
## **Connect with top entrepreneurial talent**

YELL brings together top entrepreneurial talent from district high schools in one classroom. This peer-to-peer networking is a key aspect of the program and allows students to learn from one other and build relationships that will benefit them later in their careers. We encourage students to leverage their skills, learn and grow in a collective and collaborative effort.

## **Compete in the Venture Challenge**

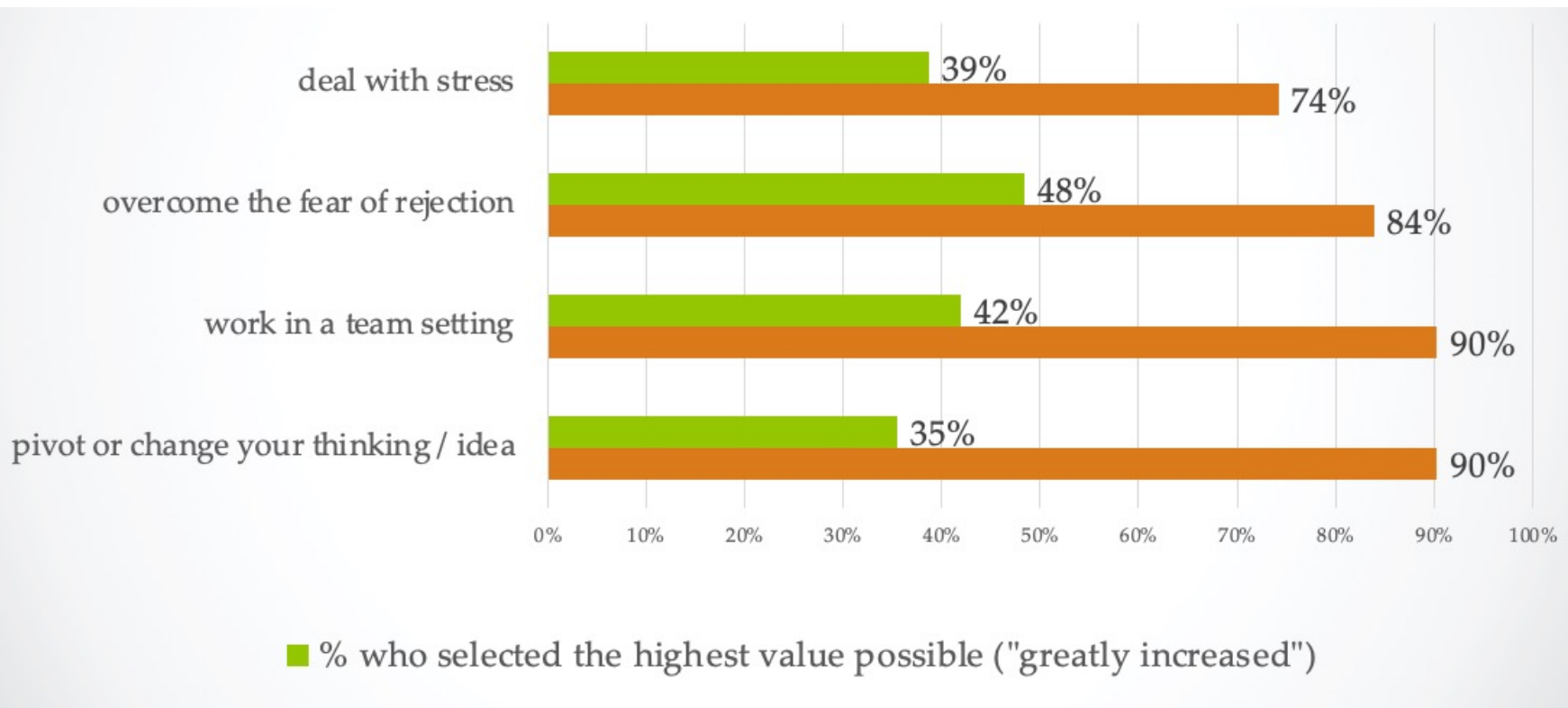
YELL student teams will participate in the Venture Challenge at the end of the program. Setting the stage for teams to present their creative ideas or passions in a real-world business plan and compete amongst each other for the best overall business (based on a comprehensive measurement standard).

## What do Students Learn?



Through participation in YELL, students learn a variety of skills, increase their proficiency in a variety of competencies, are more aware of their beliefs, and form very positive habits.

## What do Students Learn?



Through participation in YELL, students learn:

- How to deal with stress
- Strategies to overcome the fear of rejection
- How to work well in teams
- How to pivot or change their thinking

## Why Apply for YELL?

- Gain practical experience and build connections into the business community.
- Hear from real-world entrepreneurs.
- The program is scheduled outside the regular timetable to be available to a broad range of students across the school district.
- Student feedback continues to be excellent as they share very positive experiences.
- Receive 4 credits towards high school graduation.
- Receive university credits from partnered Post-Secondary Institutions.



## Who Should Apply for YELL?

This program is designed for those students who:

- Have an interest or want to learn about business
- Demonstrate they can take initiative
- Work cooperatively and collaboratively with others
- Exhibit leadership qualities
- Can commit to the program schedule for the full school year







# **The Selection Process**



## Selection Process & Criteria

- Genuine interest or passion – sound reasons for applying
- Complete the online application at [westvancouver.schools.ca](http://westvancouver.schools.ca)
- Within the application students are required to submit a 'letter of motivation' and a reference

The **one-page professional letter of application** (like a letter of application when applying to a post-secondary institution) that highlights the following:

- Why you are applying to be a part of the YELL program
- Tell us about yourself (any volunteer, work experience and/or achievements)
- Why you think you would be a good candidate for the program
- Include the name and email address of a teacher reference in the letter

### Criteria we are looking for:

- Motivated, mature, and collaborative individuals
- Ability to commit to participating for the full school year
- Ability to commit to one day per week, after school classes (Sept-Dec)
- Ability to commit to meeting collaboratively in small groups after January

### Note:

All applications of Grades 11 OR 12 students are reviewed with equal weight by a committee

We work to ensure equal representation of students from all three secondary schools; as well, students in both grade 11 and 12 will be equally accepted

Successful candidate will be notified by email – accepting applications until APRIL 8, 2022



Accepting applications until **April 8<sup>th</sup>, 2022**

Any questions, please contact:  
Ms. Jo-Anne McKee at **[jmckee@wvschools.ca](mailto:jmckee@wvschools.ca)**

We look forward to receiving those applications.

Thank You