THE VIRTUAL INCUBATION PROGRAM
About Conrad

The Conrad Business, Entrepreneurship and Technology Centre was created to support, build on, and expand the entrepreneurial initiatives at the University of Waterloo. Conrad’s flagship Master of Business, Entrepreneurship and Technology (MBET) program is a 12-month program designed for entrepreneurially oriented people who need the business skills to move ideas from concept to successful commercialization. For more information, please visit www.conrad.uwaterloo.ca

VIP builds upon the Region of Waterloo’s world-class entrepreneurial ecosystem.

Located in Ontario, Canada, this is an environment that has created such successes such as Research in Motion (maker of the BlackBerry), OpenText (Canada’s largest software firm), Christie Digital (world’s leading projection technology company) and COM DEV (Canada’s largest satellite company). Coordination by local universities, incubators, community associations and all levels of government make this region’s entrepreneurial ecosystem unique. Together, they encourage and support the growth of new ideas into startups, profitable ventures and global organizations.

VIP will be housed in the Conrad Centre for Business, Entrepreneurship and Technology (CBET) in the University of Waterloo’s Faculty of Engineering. CBET’s leading-edge approach to entrepreneurial education and community networks has been the catalyst for the creation of many new ventures. Leveraging this unique entrepreneurial ecosystem through virtual technologies, VIP creates a framework that extends the development and launch of new businesses locally and internationally.

A Phased-in Event-Gate Approach

The VIP structure (see diagram) utilizes an event-gate approach, in a virtual environment, to help entrepreneurs to successfully build businesses. During the process, VIP provides access to learning modules, peer and mentor connections for collaboration, industry partners for additional resources, feedback and access to funding channels.

Introduction of VIP will begin with students enrolled in the Centre’s graduate MBET (Master of Business, Entrepreneurship and Technology) program. Its event-gate process requires students or student teams to participate in competitions that are scheduled over a period of time. These competitions serve a number of important functions, including:

- Providing key milestones for the venture teams
- Forming a foundation for mentoring
- Providing realistic investment experiences
- Providing key learning and support resources as needed
- Embedding the ventures more firmly into local business communities to establish ongoing support

SUPPORT. MENTORSHIP. COMMUNITY.
VIP is expected to result in an increase in successful ventures and the sharing of key principles that can be utilized by others. Over the life of the program, VIP will be continually expanded and will include international partners.
For further details, contact:

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