

NEWS RELEASE

Wilfrid Laurier University



Local universities and college to host regional Nicol LaunchPad \$50K Venture Creation Competition

For Immediate Release

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WATERLOO – Wilfrid Laurier University, the University of Waterloo, Conestoga College and the University of Guelph will welcome 24 teams of student entrepreneurs as hosts of the Ontario-wide Nicol LaunchPad \$50K Venture Creation Competition at the Accelerator Centre in Waterloo on April 4th.

Entrepreneurial hopefuls from 11 partnering post-secondary institutions in Ontario will present their business ventures to a panel of investors and senior business leaders. The top three businesses will share \$50,000 in cash and in-kind prizes.

“Seven more institutions joined the competition this year, which demonstrates the need for more support for student entrepreneurs across Ontario,” said Steve Farlow, executive director of Laurier’s Schlegel Centre for Entrepreneurship and regional co-chair of the Nicol LaunchPad \$50K competition. “Going forward, we will continue to work with the Wes Nicol Entrepreneurial Award to take this regional model across Canada to provide greater access to our program and recognition to high-achieving student entrepreneurs.”

Each of the participating institutions was eligible to send up to three top teams from their local campus competitions to compete at the April 4 regional competition. The semi-final round, to be held at 9 a.m. in the Accelerator Centre, will include 24 teams. Judges will select seven of the 24 to compete in the final round at 4 p.m. While the top three teams share

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the prize, the top four teams will be eligible to compete in the National Wes Nicol Entrepreneurial Award competition in Ottawa in May.

In its fourth year, the LaunchPad 50K competition has generated winners such as Gourmantra Foods Inc., an Indian meal-kit company that recently launched its products in stores across Ontario; College and University Explorations, a company that hosts university tours for high school students (the company was bought last year by Impact Tours); and Moon Shade Blinds, makers of retractable arched-window blinds that sell throughout North America.

The public is invited to attend the competition on April 4. Semi-finals, finals and award announcements will all take place at the Accelerator Centre, 295 Hagey Blvd., Waterloo, ON. For further information, contact Lindsay Whiting at 519-884-0710 ext. 3153 or lwhiting@wlu.ca.

For a list of participating institutions and further information about the competition, visit www.launchpad50k.ca