

NEWS RELEASE

Wilfrid Laurier
University



Laurier business students compete in new venture competition

Nordia donates \$10,000 to new competition that fosters entrepreneurship among first-years

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WATERLOO – A \$10,000 corporate donation is assisting The Schlegel Centre for Entrepreneurship at Wilfrid Laurier University to further integrate entrepreneurship into the curriculum of the school of business and economics (SBE). The donation will fund the Nordia New Venture Creation Competition that introduces more than 630 first-year business students to entrepreneurship.

The competition is designed to strengthen students' communication and presentation skills, while analyzing opportunities for business creation and development. Created by year-one program coordinators Jim McCutcheon and Laura Allan, it will serve as a foundation for students looking to continue in the entrepreneurial stream during their business education.

"Fostering an ability to think in a creative, innovative and entrepreneurial fashion is one of the primary responsibilities of any good business program," says McCutcheon. "We want to ensure that Laurier's SBE is recognized globally as a leader in the development of tomorrow's entrepreneurs. The Nordia New Venture Creation Competition is most students' first opportunity to develop and hone these skills."

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Working in groups, students generated ideas for their new venture creation project in the fall term and are now creating a business plan. The teams will present their plans during business labs throughout March. The top team in each lab, as chosen by classmates and teaching assistants, will present its business plan to an external panel of senior business people, including Nordia executives, on March 28. A winner of the Nordia New Venture Creation Competition will be chosen from among the finalists on March 29.

Nordia has donated \$10,000 to fund the new venture competition. This sponsorship will include cash scholarships and the Nordia Cup, which will be presented to the winning team at an awards banquet.

“Nordia is delighted to sponsor this innovative competition,” said Paulette Beaudry-Klug, president & CEO of Nordia. In this, our first partnership with the local community, we are proud to further support future business leaders and entrepreneurs through the Nordia New Venture Creation Competition.

Nordia is a joint venture between Bell Canada and Excell Global Services. Created in 1999 it specializes in multimedia customer-relationship management. With its head office in Montreal, Nordia has more than 1,200 employees and operates four customer contact centres across Canada, including its local Kitchener site.

With more than 3,000 students enrolled in its programs and approximately 90 full-time faculty, Laurier’s SBE, located in Waterloo, Ontario, is one of Canada’s largest and most innovative business schools. The Schlegel Centre for Entrepreneurship was opened in 2002 to link students and faculty with the entrepreneurial business community.