

NEWS RELEASE



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Laurier MBA students pair with former CEOs to assist early-stage companies

WATERLOO – Laurier MBA students are participating in a new high-level mentoring program at the Communitech Hub that will see them put their business skills to use by assisting early-stage companies in the Waterloo Region.

Four Laurier MBA students in the entrepreneurship and consulting stream have been paired with the Communitech Hub's Executives-in-Residence (EiRs) – ex-CEOs and CFOs who provide support to over 300 start-up companies in the Waterloo Region. The students will work with early-stage firms in conjunction with EIRs to provide guidance and advice to new businesses.

“The opportunities for the students to work with these high-calibre and experienced EiRs is invaluable,” said Steve Farlow, executive director of Laurier's Schlegel Centre for Entrepreneurship. “That form of mentorship can give a huge boost to the early stages of a career.”

Steve Currie, vice-president of business services at Communitech, approached Farlow about the partnership last year.

“It obviously addresses a need that we have around being able to meet the growing demand for our coaching and mentoring to start-ups in the region,” said Currie. “On the other hand it provides MBA students with an opportunity to work with a senior person, who will be their coach and mentor.”

MBA student Nabil Fabel is among the first cohort participating in the new Communitech Hub program.

“As a business student, I think it is extremely valuable to understand the ‘mind to market’ process whereby I get an opportunity to study and analyze companies in various stages of their development, from infancy to full maturity,” said Fabel. “It's an excellent way of applying the concepts and principles we learn in class – which is at the heart of the MBA experience.”

The program started in January 2011 and runs for eight months.

Laurier is one of the founding academic partners at the Communitech Hub, which is located in Kitchener in the historic Tannery Building. It is one of many facilities and organizations that comprise the Canadian Digital Media Network, which aims to establish Canada as a world leader in digital media by fostering connections and speeding the commercialization of Canada's digital talent, products, and companies.