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Laurier Brantford launches Start@SIVC program

BRANTFORD – Ready to start or scale a social enterprise? The Schlegel Centre for Entrepreneurship and Social Innovation at Wilfrid Laurier University is now accepting applications for a new program called Start@SIVC. At Laurier's Brantford campus, the program is specifically targeted towards individuals with no previous business training and/or little-to-no post-secondary education.

"Start@SIVC incorporates Laurier's strengths in entrepreneurship to bring social and economic benefits to applicants looking to start and scale their business," said Joanne Benham-Rennick, executive director of the Schlegel Centre for Entrepreneurship and Social Innovation at Laurier. "We know that more learning opportunities are needed to support innovators who may not have a business or post-secondary background."

"We also know that more social enterprises are needed to support these innovators. Start@SIVC is yet another example of Laurier's commitment to providing meaningful integrated and engaged learning opportunities within and outside the classroom."

The Start@SIVC program is equipped to work with a variety of social enterprises, including for-profit, non-profit, or other business models that seek to address complex social issues in a sustainable manner, where collaboration and mentorship are fundamental components to the course.

Designed especially for those who might never have imagined themselves in a university setting, this program in Brantford opens the doors to entrepreneurs who want to learn and develop new businesses. Start@SIVC is geared towards social entrepreneurs that will benefit from business skill development, personalized support, as well as access to a professional network and ongoing mentorship.

Start@SIVC also exists on Laurier's Waterloo campus and is ideal for female participants who either have already launched or are ready to launch a social venture, and who would benefit from an environment geared specifically to serving and supporting women founders.

Start@SIVC is part of the Ontario Social Impact Voucher (OSIV) program that was launched by the Ontario Centres of Excellence to encourage the development of social enterprises. Social enterprises can be for-profit, non-profit, co-op or other business models that address complex social issues with sustainable, collaborative and impactful strategies and approaches.

The Schlegel Centre for Entrepreneurship and Social Innovation is one of Canada's longest-running post-secondary organizations dedicated to entrepreneurship education for Laurier students, alumni and community members.

For more information on Start@SIVC or any of the Schlegel Centre for Entrepreneurship and Social Innovation's other programs, please visit www.sivclaurier.ca. For further information, or to register, email schlegelcentre@wlu.ca.