

# SHAD'S SUBMISSION TO THE GOVERNMENT OF CANADA'S NATIONAL YOUTH POLICY CONSULTATION

**INVEST EARLY.  
PROVIDE EXPERIENCES.  
CREATE TOMORROW'S LEADERS.**

#SHADYouthAction  
#CDAYouthAction

**SHAD**  
UNCOMMON PURPOSE

# A MESSAGE FROM TIM JACKSON SHAD PRESIDENT AND CEO

Over 40 years, SHAD has built a reputation as the nation's leading enrichment and entrepreneurship program for young Canadians. So as you can imagine, we are thrilled that the Government of Canada is developing a national Youth Policy to empower and equip Canada's young people for success like never before.

We are proud to participate in the national Youth Policy consultation process by submitting this report. We connected with the SHAD network across Canada and around the world to get their thoughts on entrepreneurship in Canada – an area of central relevance to youth policy and to SHAD's mission – and the pages following capture their recommendations.

As you'll see, 3 out of 4 members of the SHAD network call for more entrepreneurship training for youth in high school, while 90% say hands-on coaching and access to incubation facilities are essential to entrepreneurial development. Our community also believes strongly in the power of social infrastructure –

arts, culture, and community development – to attract top entrepreneurs to our Canadian innovation hubs.

We're confident you'll find that our alumni and stakeholders have good ideas on youth policy options to drive entrepreneurship and innovation, to create a bolder, more inclusive Canada.

We thank the Government of Canada for considering their perspectives and for working with us to continue building the greatest, most innovative, most just and equitable country on Earth.

Sincerely,



Tim Jackson



Tim Jackson with SHAD Fellows at the 2017 SHAD Design and Entrepreneurship Challenge



At SHAD, we empower youth to recognize their potential and to use their skills to bring about real, positive change.

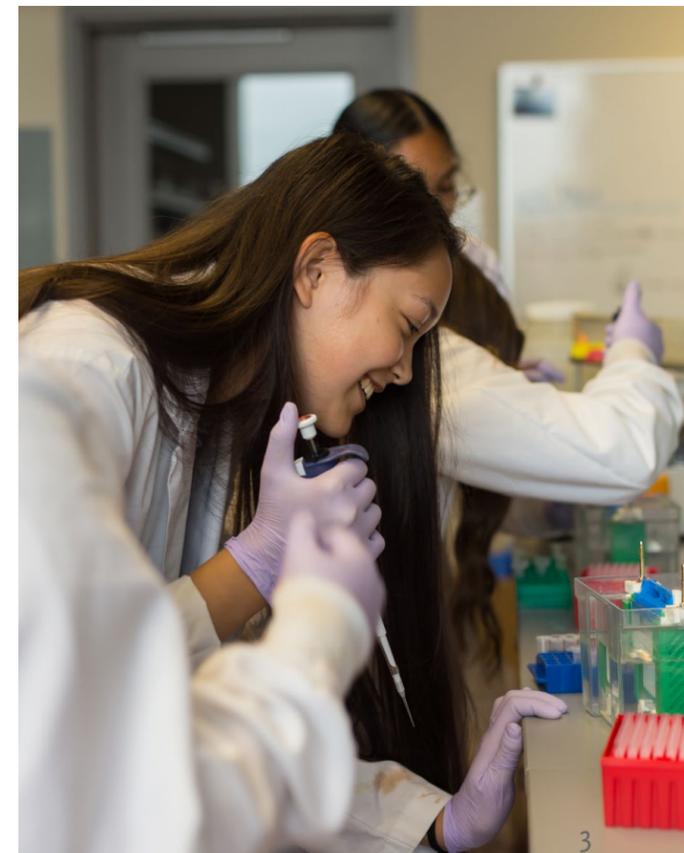
## What is the SHAD program?

**SHAD is Canada's premier summer enrichment program for high-potential high school students focused on STEAM and entrepreneurship.** Participants spend July living at one of 16 host university campuses across Canada and engage in transformative, experiential learning.

Each of our SHAD campuses offers an immersive program of lectures, workshops, projects, and activities. Speakers include top university professors, business leaders, entrepreneurs and innovators who give SHAD participants the confidence they need to tackle big world problems and set ambitious personal goals. Every annual cohort of SHAD participants is challenged with a social or economic problem to solve by developing an innovative technology or business model.

Upon completion, these students become part of our impressive SHAD network. With a growing total of close to 17,000, our network includes 32 Rhodes Scholars, 44 Schulich Leaders, 88 Loran Scholars as well as prominent entrepreneurs, industry leaders and accomplished professionals.

With exciting new partnerships with the Government of Canada and several Canadian provinces, we are determined to include more rural, remote, Indigenous, and inner-city youth in our program, to ensure our program truly represents Canada.



# SHAPING THE FUTURE OF YOUNG PEOPLE IN CANADA:

## The SHAD network's findings on youth and entrepreneurship

When the Government of Canada called for insights on how to improve the lives of Canadian youth, we knew the SHAD community would be eager to have their say.

We surveyed SHAD Fellows and friends of SHAD - many of whom are entrepreneurs themselves - around the theme of youth and entrepreneurship. Specifically, we were looking to garner knowledge on how Canada can best empower and cultivate our country's future entrepreneurs, foster a culture of enhanced entrepreneurship and encourage our talent to stay in our country.

Here are the SHAD network's youth policy options to drive entrepreneurship and innovation, and create a bolder, more inclusive Canada:



“They just need to CREATE something. They need to learn how to hustle, work in ambiguous circumstances and CREATE value.”

**NADEEM NATHOO**  
Executive Director,  
The Knowledge Society  
SHAD Fellow  
Age 27



### QUESTION 2. What entrepreneurial experiences should students have before graduating high school?

“Entrepreneurship is much more than just writing a business plan. Having a sound direction is important, but executing and learning by trying to build something teaches so much more.”

**ADAM HUENIKEN**  
Co-founder, Revlo  
SHAD Fellow  
Age 26

**ALMOST 90%** recommend that students have at least one experiential opportunity with a startup before graduating high school

**SCHOOL STARTUP LEARNING BUSINESS PLAN IDEA GROUP**

### QUESTION 1. How can the Government of Canada help youth develop as entrepreneurs?

**MORE THAN 75%** recommend providing more access to intensive entrepreneurship training programs and more entrepreneurship curriculum and activities

“I believe that if more children learned about starting their own businesses and handling money they would be more confident as they grow up. My sister and I would create businesses in our rooms for each other, trading pennies for Webkinz and claiming interest on loans!”

**MADELINE BISHOP**  
SHAD Fellow  
Age 17

“Embed more programs/projects/initiatives in early education that encourage students to experience creating a business. Fund more programs like SHAD, or have requisite for school courses/modules to emulate what we had at SHAD.”

**JADE CHOY**  
Co-founder, EPOCH  
SHAD Fellow  
Age 24

**BUSINESS STUDENTS GOVERNMENT MONEY FINANCIAL LITERACY GRANT PROGRAM**

### QUESTION 3. What is the best way to effectively teach concrete, specific entrepreneurial skills to aspiring entrepreneurs?

**90%** recommend hands-on coaching and access to entrepreneurship incubation facilities and resources while in high school

“You have to do it. You're not going to learn much by watching. Make failing less fatal and encourage students to figure it out, supported by people who've done it before.”

**MAXWELL BRODIE**  
Founder, Kaizena  
SHAD Fellow  
Age 25

“Practical experience. Schools that include business clubs, and programs like SHAD, where students seek to actually realize a product and service, are crucial to understanding how these actions fit within the large scheme.”

**JOSEPH FUNG**  
Co-founder & CEO, Kiite  
SHAD Fellow  
Age 37

**TEACHING DEVELOPING ENTREPRENEURSHIP STUDENTS EXPERIENCE ACTUAL PRACTICE**

## QUESTION 4.

What specific support, investments, or changes would be the most effective to foster a culture of enhanced entrepreneurship in Canada?

### RESPONDENTS' TOP RECOMMENDATIONS:

1. Encourage the entrepreneurial mindset in K-12 students
2. Experiential learning opportunities



## EARLY STAGE ENTREPRENEURSHIP COMPETITION

“As companies grow, they need different things to continue on their growth trajectory. The Government should help to ensure these necessities are available in Canada so companies don't need to go south of the border - whether that's access to larger amounts of capital, access to the right talent, or the best cities to put their offices.”

**MIKE MCCAULEY**  
Co-founder & General Partner, Garage Capital  
SHAD Fellow  
Age 30

## QUESTION 5.

Canada's best entrepreneurs too often go south of the border to build their businesses. What steps should the Government of Canada take to encourage young entrepreneurs to stay?

## RAISE FUNDS ECOSYSTEM GOVERNMENT

“Provide tax incentives or fund-matching opportunities through relevant granting agencies for investors in early-stage Canadian companies.”

**ALEXANDER GILLIS**  
CEO, AG Inc.  
Co-Founder, Bitness  
SHAD Fellow  
Age 19

### RESPONDENTS' TOP RECOMMENDATIONS:

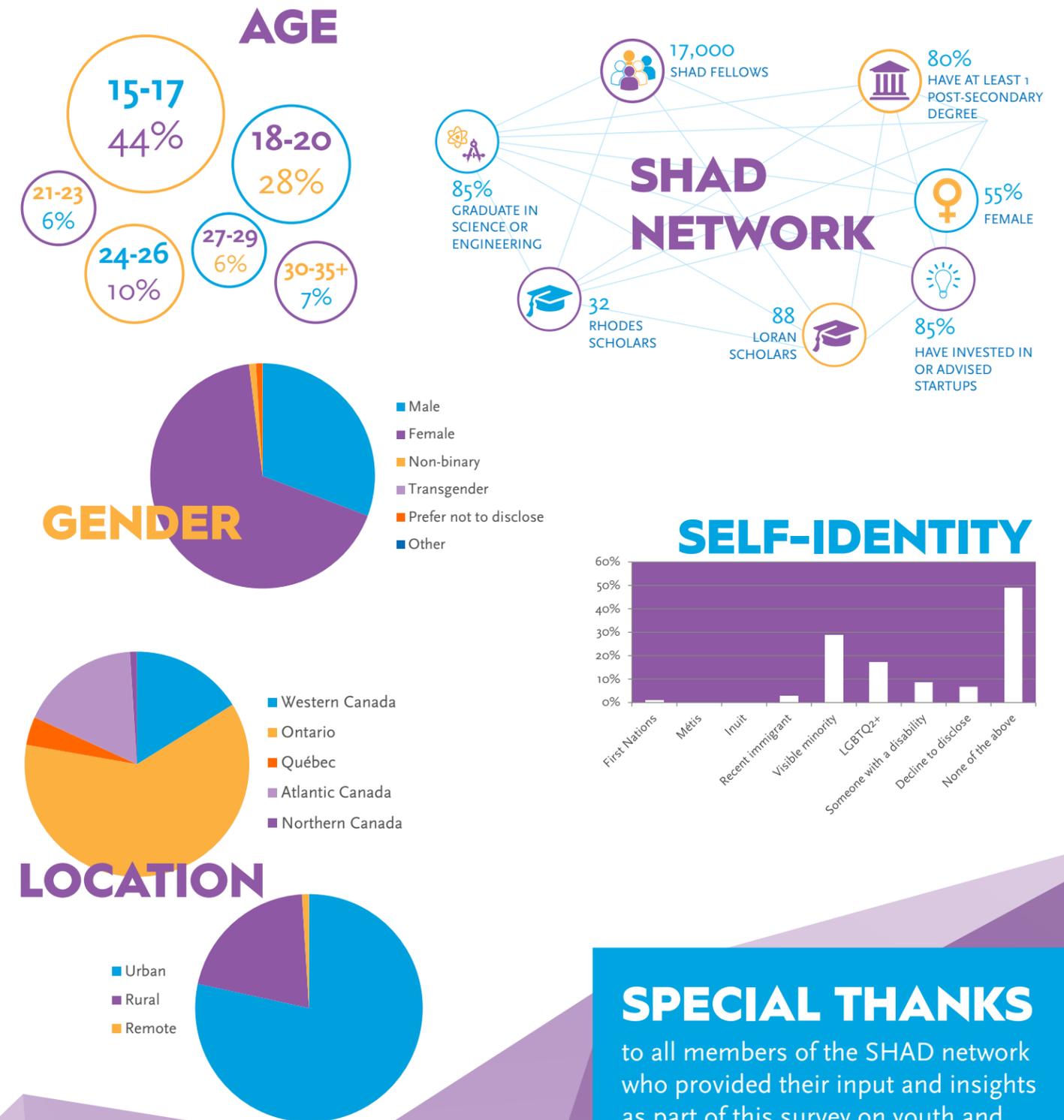
1. Tax incentives for startups and their investors
2. Invest in Canadian arts, culture and entertainment to make Canadian cities more attractive places to live and work

“We have to invest early in the development and exposure that youth have to entrepreneurship. We need to teach our youth to be audacious and carve their own path. Our global reputation for niceness should not translate to taking a back seat on the world stage when it comes to creating the next big ideas, organizations, or initiatives.”

**CATHY HAN**  
Founder, 42 Technologies  
SHAD Fellow  
Age 28

# THE SHAD NETWORK

Demographics of survey respondents



## SPECIAL THANKS

to all members of the SHAD network who provided their input and insights as part of this survey on youth and entrepreneurship

“To thrive in the new economy, young Canadians need entrepreneurial skill and experience. Whether they go on to work in major global organizations or choose to found their own business, entrepreneurial skill means success and empowerment. Canada’s national Youth Policy is an opportunity to put entrepreneurship front and centre, to ensure young Canadians can achieve career success and social impact on their terms.”



**MICHELE ROMANOW**

Serial Entrepreneur  
Co-founder, Clearbanc  
Co-founder, SnapSaves (acquired by Groupon)  
Dragon on Dragons’ Den  
SHAD Fellow  
Age 32

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