



ENTREPRENEUR

- Student founders of an incorporated company (Master, PhD, PDF)
- Spends half of the internship on-site with an incubator
- Student conducts a research project directly related to their company

ENTREPRENEUR

- Examples: prototype, test, and iterate on new product, service, or technology
- Support from both a Faculty supervisor and an incubator supervisor
- Assists interns with bringing their research to market

The background is a solid blue color with a complex pattern of white and light blue geometric shapes. These include several concentric circles, some with dashed lines, and a large circular scale on the left side with numerical markings from 140 to 260. There are also various curved lines and arrows scattered throughout the design.

HOW CREATIVE PARTNERSHIPS CAN FUND ACADEMIC PURSUITS

ALEKSANDRA STEFANOVIC-CHAFE
CRWDP WEBINAR , MAY 22/2019

THANK YOU

- Centre for Research on Work Disability Policy (CRWDP)
- SafetyNet Centre for Occupational Health and Safety, MUN
- Community Health and Humanities, MUN
- Mitacs eAccelerate

BACKGROUND

- Not a typical PhD student
- BA, MA in Political Science
- Worked in the area of immigration and employment

DOCTORAL OPPORTUNITY

Thesis proposal

Examination of policies and support programs for integration of individuals with mental health disability and Autism Spectrum Disorder (ASD) into the Newfoundland and Labrador labour market

EARLY FUNDING

- ACCESS Mental Health – 1st year with the Atlantic Regional Training Centre (ARTC)
- CRWDP Fellowship - 2nd and 3rd year
- 4th year - ?

The background is a solid blue color. It features several white geometric patterns. In the top right, there is a large circular scale with tick marks and numbers from 80 to 210. Below it is a smaller circular diagram with concentric circles and arrows. In the bottom right, there is another circular diagram with concentric circles and arrows. In the bottom left, there is a partial circular diagram with concentric circles and arrows. In the top left, there is a partial circular diagram with concentric circles and arrows.

NO FUNDING – NO MOTIVATION

MITACS FUNDING

- Builds partnerships between academia and industry
- Welcomes students from all disciplines
- Partners with businesses and not-for-profit organizations in Canada

MITACS OPPORTUNITY – INDUSTRY SPONSOR

Industry sponsor and Mitacs co-fund the project

- Discussed the possibility of partnering with an industry sponsor for my project
- Identified a potential sponsor
- Met with a potential sponsor and submitted a proposal
- Followed up numerous times

MITACS OPPORTUNITY – eACCELERATE

- Funds student entrepreneurs to further develop the research or technology at the core of their business when hosted by an incubator facility
- Starting at 50% funding, both Mitacs and the start-up invest in a research-based internship with the company for the graduate student or postdoc entrepreneur
- Mitacs eAccelerate supports piloting and testing a new product, service or technology, or iterating and improving on an existing product, service, or technology

MY INITIAL REACTION...

- I can't make my thesis into a business project.
- I don't have any money to put towards the project.
- I don't have what it takes to be an entrepreneur.

Niraj Shukla



Niraj Shukla is the Mitacs Team Lead for Atlantic Canada. He has been with the organization for over five years and has assisted with its growth in the Atlantic region. He is keen to connect industry and academia and help student entrepreneurs.

The background is a solid blue color with several white circular patterns. These patterns include concentric circles, dashed lines, and arrows, suggesting a technical or scientific theme. One large pattern on the right side features a scale from 0 to 210. Another pattern at the bottom right shows a circular arrow indicating a cycle or process.

HOW DO I START A BUSINESS?

- Your thesis proposal IS your business plan.
- Think about the results of your research as a product or a service that you can apply and use as a tool in practical situations.
- Read about start-ups and watch videos
- Ask questions and get help
- Don't try to fit into a standard business model, be innovative

CONSULTING BUSINESS

- Minimal start-up cost
- Incorporation
- Registration
- CRA registration
- Website
- Bank Account

LENNIKA CONSULTING INC. OPPORTUNITY



Evidence, Understanding, Direction

MITACS eACCELERATE PROPOSAL

- This research project aims to develop a framework for evaluating and making recommendations for improving inclusive employment programs, specifically for individuals with mental health conditions and Autism Spectrum Disorder (ASD). The framework will then be tested and revised through its application to three employment programs. It is hoped that the validated framework can be then widely employed and expanded by LENNIKA Consulting Inc. to assist employer organizations and governments evaluate and improve their own inclusive employment programs to ensure they are maximizing intended outcomes.

MITACS eACCELERATE PROPOSAL



Accelerate Guide: Writing your proposal

Writing your Proposal- Website Information

Who is the audience?

Your proposal will be reviewed by at least two external experts in the field(s) covered in the application. These reviewers will be active researchers who have been chosen to review your proposal because they are well qualified to make a judgment on the quality of the proposed research project. Therefore, you want to provide sufficient detail in your proposal to adequately convey to the reviewers that you have thought about this project and that you have the knowledge to carry it out. If your proposal is poorly written, it may be either misunderstood or misinterpreted, leading to a request for revisions or rejection. As the proposal writer, it is your task to clearly make the case for the value and feasibility of your research project.

What type of proposal is this?

This is a research proposal. Before beginning to write this application make sure you clearly know what your research question is. This is not a consulting proposal or a proposal for a development project. You are not simply helping your industry/organization partner to achieve a task. You are looking to expand the knowledge base in an area that is relevant to both your industry/organizational partner and the academic community. For more information about eligible research for Mitacs Accelerate, see [here](#).

How long should my proposal be?

The answer depends on how many internships you are applying for: the larger the project the more information you will need to provide. There are no length limits on the application form because we do want you to use the space you deem necessary to clearly present your research project and provide enough details so that it can be evaluated by external reviewers.

What is the format and style of the proposal?

Think about this proposal the way you would think about writing a scientific/academic article. The type of information, including citations and a reference list, that is appropriate in these types of articles is also appropriate to include in this application. Keep your statements concise, clear and orderly. Abbreviations should be explained the first time they are presented, and jargon should be avoided as much as possible. Improper spelling, poor grammar and punctuation will appear unprofessional and sloppy. Don't rely solely on spell-check for proof-reading to avoid these pitfalls.

The remainder of this guide provides information about specific sections of the Mitacs Accelerate proposal template.

WHAT DOES MITACS PROVIDE?

- Financial benefit - \$15,000 per term
- Access to pre-incubator program
- Access to other business courses/programs
- Access to mentors and other supports

Evolution Program

A photograph of a man with dark hair, wearing a light-colored button-down shirt, speaking into a microphone. The image is overlaid with a semi-transparent blue filter. The background is slightly blurred, showing what appears to be an audience or a stage setting.

Genesis' 8 week intensive workshop program

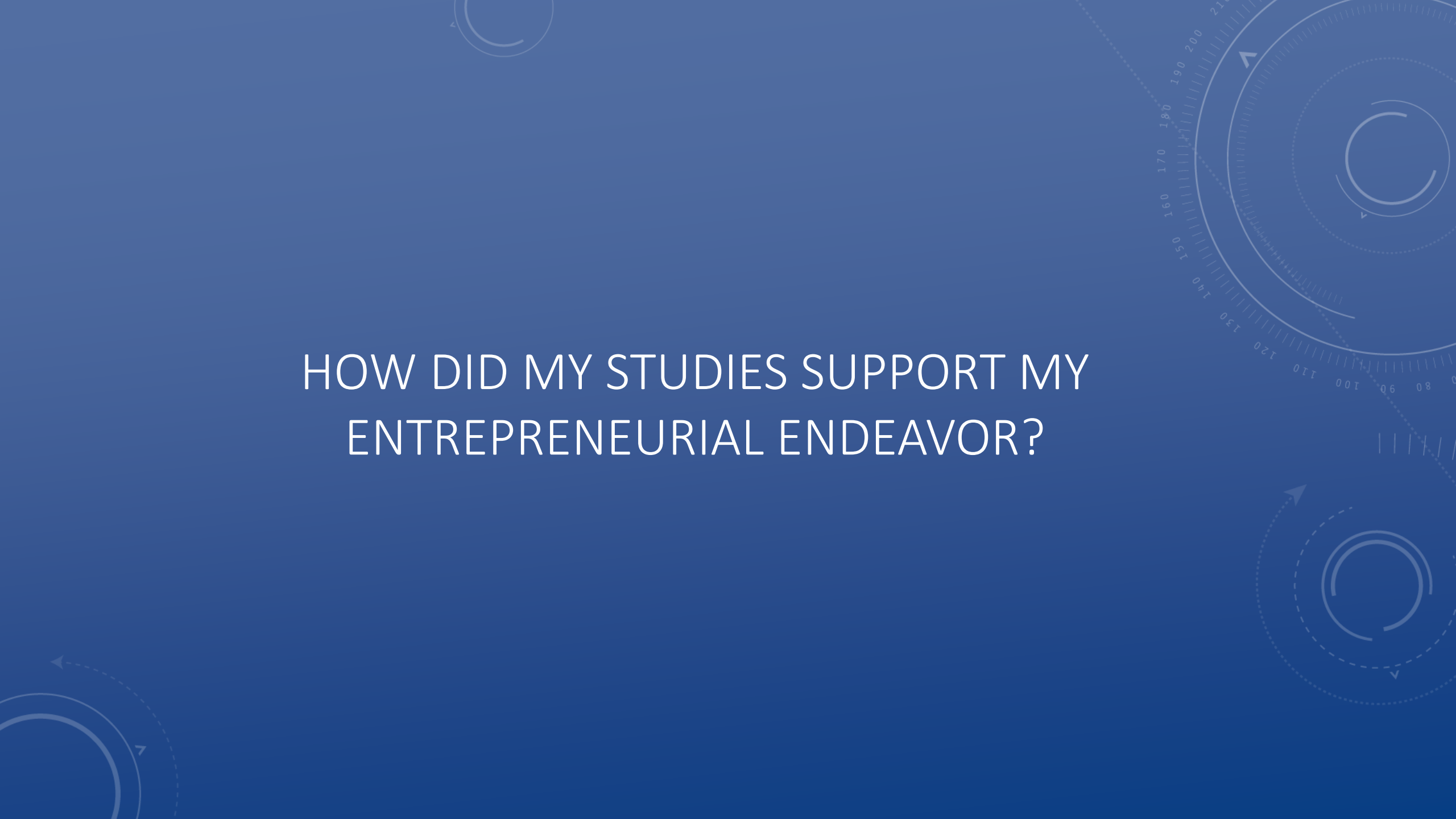
Evolution Program

VALUE PROPOSITION

- If you are a director or manager of an employment program supporting people with mental health issues and/or Autism Spectrum Disorder (ASD), Lennika Consulting Inc. will work with you to evaluate your program in order to maximize the investment you have made and optimize the outcomes for both your employees and your organization.

LENNIKA ADVANTAGE

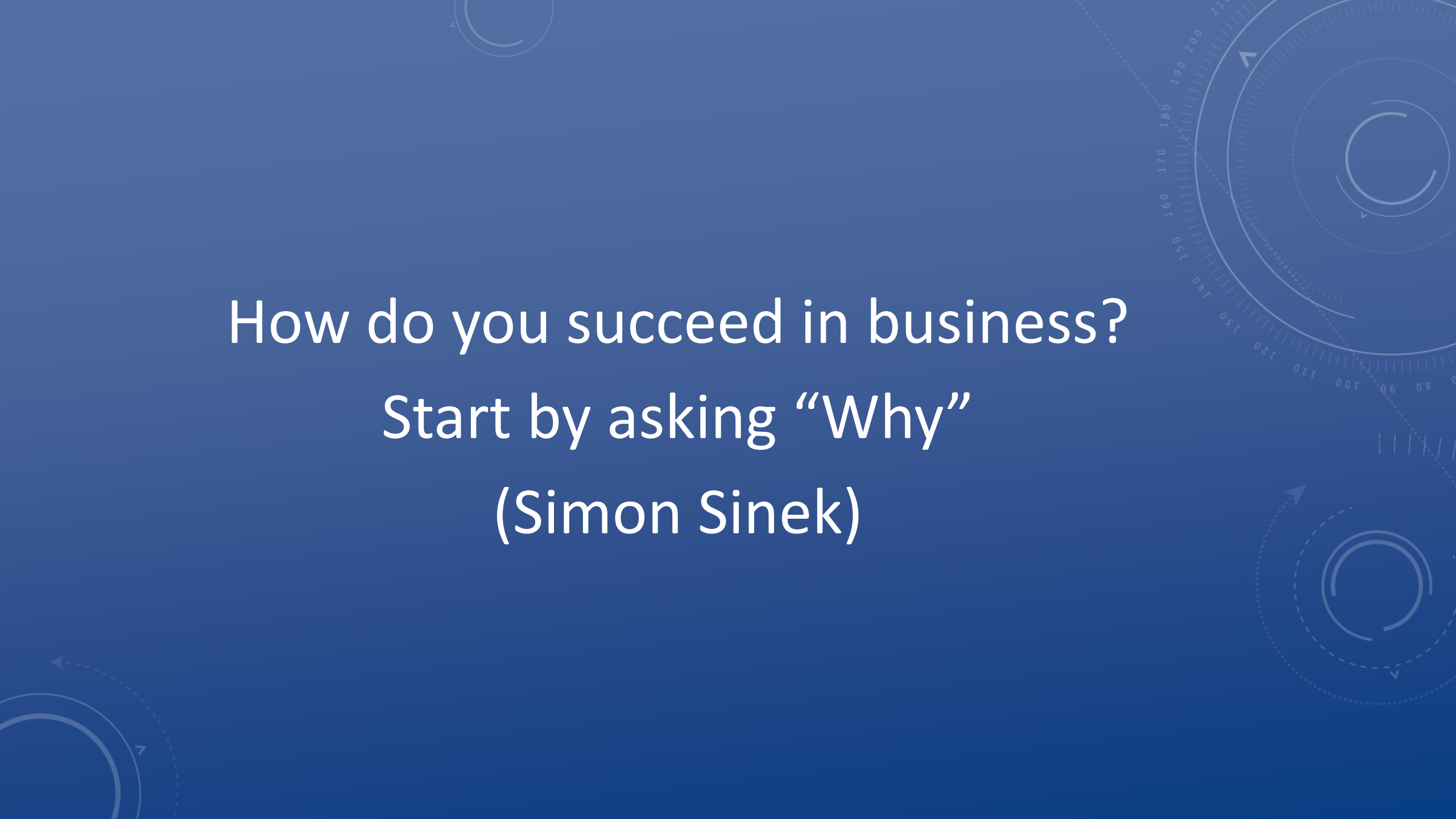
- Customizable evaluative framework developed through rigorous academic research
- Addressing all aspects of employment, including: recruitment, training, stability and growth, and disclosure issues
- Evidence-based approach
- The ability to understand the details of the client's needs
- Professional, thoughtful, and ethical

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HOW DID MY STUDIES SUPPORT MY
ENTREPRENEURIAL ENDEAVOR?

AS A PHD STUDENT, I AM WELL PREPARED TO BE AN ENTREPRENEUR

- I can work independently
- I am good at meeting deadlines
- I have excellent research, writing, and analytical skills
- I know how to do research ethically
- I understand the value of evidence
- I am willing to take creative risks

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How do you succeed in business?
Start by asking “Why”
(Simon Sinek)

THANK YOU FOR LISTENING

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QUESTIONS AND COMMENTS

Aleksandra Stefanovic-Chafe

Saska_stef@yahoo.ca

Aleksandra@lennika.ca