

I. EXECUTIVE SUMMARY

PROBLEM STATEMENT

Youth, especially minorities, are underrepresented in entrepreneurship. Only **1.7% of all Canadian entrepreneurs are under the age of 30**. This cohort is also not diverse, with **15%** of small to medium enterprises **owned by women** and only **14% owned by a visible minority**. This is especially astonishing considering that **72% of high school students want to start their own business**. These statistics undoubtedly show that youth in Canada need training and access to resources in order to increase their aptitude in entrepreneurship.

As we embark on the fourth industrial revolution, it is becoming quite clear that technology will play a significant role in nearly all aspects of our lives. Research by the World Economic Forum indicates **that 65% of children entering primary school will be working in industries that currently do not exist**. In the last decade, the **technology industry has grown twice as fast as the rest of the economy and now makes up 5% of Canada's entire GDP**. This data reveals that today's youth must be equipped with technology skills in order to flourish in the increasingly digital future. Developing the talent needed to power the digital economy will prepare students for the workforce.

Thus, we wanted to start Capptivate **to educate minority students on the benefits of technology and expose them to opportunities in entrepreneurship**.

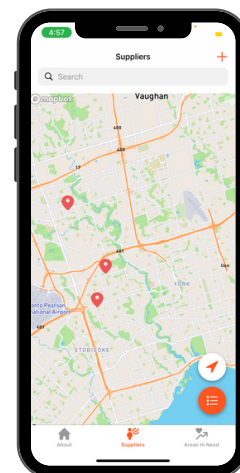
WHAT IS CAPPTIVATE?

Capptivate was a 6-week, intensive, virtual technology incubator for high school students, focusing on educating youth on entrepreneurship, technology, and business. Through *Capptivate*, our main objective was to provide curious, ambitious teenagers with **an accessible technological and entrepreneurial education**. We wanted to **unlock their hidden potential and maximize their ability** to make important impacts in their communities. Our program particularly emphasised on empowering youth from minority backgrounds.

The central purpose of the program was for students to build an app in 6 weeks. Therefore, during sessions, students participated in interactive workshops discussing topics like emerging technologies, **UI/UX design, market research, and networking**. We also provided them with the opportunity to engage in various action-oriented activities such as a **hackathon, design sprint, case study from Ivey Business School, and Model UN simulation**. These sessions were all designed to support the students' growth and learning in a healthy and collaborative environment.



Some of our mentor presentations.



An app a group of students created.

In addition, *Capptivate* offered students **access to expert mentors from well-known companies and institutions**. These industry leaders recorded informative video presentations for our students to view. They ranged from seasoned entrepreneurs, to high ranking professionals in the technology industry, to business students. The mentors **discussed aspects of their life** like their **motivation to start a business, what struggles they faced**, and how high school students can productively spend their time and **fuel their passions**.

OUR TEAM

The *Capptivate* Executive Team consisted of various capable leaders from our DECA chapter. **The team was composed of individuals with unique talents and abilities**, such as athletes, artists, high academic achievers, film enthusiasts, community volunteers, and student council members. **The team positions were Project Director, Curriculum Officer, Publicity Officer, Outreach Officer, and Participant Experience Coordinator.**

PROGRAM OVERVIEW

Capptivate ran **from October 12, 2020, to November 16, 2020 and involved 15 participants**. *Capptivate's* incubator program was separated into three stages:

ACTIVATION For the first milestone of our incubator, we wanted to activate the students' innate talents by providing them with several opportunities to practise aware, intellectual, analytical thinking. During this phase, we introduced the participants to the principles of business and technology as well as enabled them to explore their own interests.	October 12 -23, 2020	Weeks Week 1 - Introduction to Business, Technology, and Entrepreneurship Week 2 - Designs, Ideation, and Market Research
INNOVATION In this segment of the incubator, students designed their applications and developed their business. This was mostly when participants applied their creativity and innovative design skills. They participated in simulations, vision boarding, and mindset workshops so that they could hone their attitudes and become more optimistic and growth-oriented.	October 26 - November 27, 2020	Weeks Week 3 - How to use Glide + Mockups Week 4 - Develop the prototype + Other Enrichment Activities
DISRUPTION During the final stage of <i>Capptivate</i>, participants launched their applications and approached beta customers to see how their apps would operate in the real-world. Students presented their projects on Demo Day and engaged in insightful <i>Capptivate</i> Lightning Talks. This was the culmination of 6 weeks of hard work, determination, innovation, and collaboration. Our participants graduated from the program as motivated and professional leaders.	November 9 - 16, 2020	Weeks Week 5 - Product Launch + Beta Customers Week 6 - Pitching Products!

CONCLUSION

The team successfully educated 15 participants on technological and entrepreneurial skills with **100% of them being visible minorities. This surpassed our goal of educating 80% of minorities within the program.** The participants' overall confidence and interest in these sectors also increased which was measured through surveys before and after the program. Not only did we exceed our goals, but the *Capptivate* team learned many valuable lessons on leading a group, planning and executing a project, and collaborating with peers to reach a common goal. Therefore, **it is evident that *Capptivate* was a huge success, and we look forward to continuing its mission in the future.**



Please scan the QR code to see an app created by our students.