



Entrepreneurship | Western University

## Propel Resource Cheat Sheet

For more information about any of these resources please visit [propel.uwo.ca](http://propel.uwo.ca) or email: [entrepreneurship@uwo.ca](mailto:entrepreneurship@uwo.ca)

### Offered By Propel:

Resource	Description	When	Cost	Prize
<b>Propel Co-Working Space</b>	All Propel clients are welcome to use the Propel space (WSS 2130) to work on their businesses.	Monday-Friday 9am-4pm; After Hours Access by request	Free	N/A
<b>Propel Advisory Services</b>	Meet one-on-one with one of our advisors to discuss your business, set milestones and see how Propel can help.	Monday-Friday 9am-4pm, by appointment	Free	N/A
<b>Propel Mentors</b>	Propel has an extensive database of successful entrepreneurs and business professionals who you can connect with, 1-on-1, for advice!	Ongoing, by appointment	Free	N/A
<b>Propel Client Stipend</b>	Propel provides one-time client stipends of up to \$1500. Stipends are given to active Propel clients by invitation only.	Ongoing, based on need	Free	Up to \$1500
<b>UCC Startup Market</b>	Set up a vendor booth in the UCC. This opportunity provides clients the opportunity to test and validate their market. Each vendor is responsible for implementing a visual merchandising and promotional strategy for the market.	Date TBD	\$100	N/A
<b>Seed Your Startup</b>	Seed your Startup is our annual pitch competition that encourages the transition from entrepreneurial ideas to formalized action plans, awarding one student business from each category (retail/technology) \$3000 cash to launch or grow their venture.	Application dates TBD Final Competition: April 5, 2018 4:00-6:30pm	Free	\$3000
<b>PSI</b>	PSI is a sales-focused incubator program that provides seed funding, mentorship, programming, and co-working space for a cohort of high-potential entrepreneurs during the summer months. PSI offers innovative programming that encourages startups to grow and reach new milestones in their venture.	Application dates TBD PSI runs from May -August	Free	\$7500 grant

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## Education & Training Offered Through Propel:

Resource	Description	When	Cost	Prize
<b>Expert Hours</b>	Once per semester, 6-8 industry experts come to Propel for open office hours. Experts offer advice and industry support on a variety of topics including: sales, digital marketing, social enterprise, social finance, software development, law, banking, and more.	October 3, 2017	Free	N/A
<b>Startup Summit</b>	Each March, guest speakers visit Western to provide a unique, hands-on opportunity for students and alumni. Past workshops have included: venture capital and raising funds, crowdfunding, social enterprise, IP Law, and more. This event is for individuals who are interested in learning more about entrepreneurship, and those who have existing businesses and are looking to gain skills/ knowledge.	March 15, 2018	\$15, refundable once you attend	N/A
<b>Retail Boot Camp</b>	Looking to grow your retail business and advance your skills this? We've got you covered. This half day, intensive boot camp will cover key areas of retail operations.	October 28, 2017 9am-1pm	\$15, refundable once you attend	N/A

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## Offered Through Propel's Partnerships:

Resource	Description	When	Cost	Prize
<b>MaRS Market Intelligence</b>	Access to thousands of reports covering key technology clusters from vendors such as Frost & Sullivan, Gartner, Bloomberg New Energy Finance and Medtrack.	Ongoing; Application required	Free	N/A
<b>121 Studios &amp; UnLondon</b>	UnLondon's 121 studios is London's centre for digital media production. Propel clients can access 3D printers, photography, audio, video, and programming equipment.	Ongoing, by appointment	Free	N/A
<b>Clausehound</b>	Clausehound provides legal templates for startups. It is an online database with downloadable legal contracts.	Ongoing	\$10/month; Propel subsidy available for clients	N/A
<b>Western Business Law Clinic</b>	The Western Business Law Clinic provides pro bono legal counsel to startups and small businesses. You must apply to be considered for the program.	Ongoing as available; Application required	\$100 for 1 year	N/A
<b>Western Retail Services</b>	Retail-based businesses can gain experience and mentorship in wholesale through Propel's partnership with Western Retail Services. Pre-approved retail startups are able to sell their products in the Western Bookstore and Computer Store.	Ongoing, by invitation	Free	N/A