

Event Package:

Entrepreneurs For Sustainability 2019



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About BCSEA



The BC Sustainable Energy Association is a registered charity supporting British Columbia's transition to a future built on resilient, regenerative production, distribution and use of energy.

The association collaborates with government, industry, academic institutions, non-governmental organizations, and citizens to provide education and well-reasoned policy-oriented research, analysis and recommendations on sustainable energy issues to accelerate the province's transition to a low-carbon economy.



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Event 1: Meet & Greet

September 12, 6:30-9:00pm



Where: Toby's, 1st floor
2733 Commercial Dr, Vancouver, BC V5N 4C5
([Google Maps link](#))

Schedule:

6:30 pm	Start, mingling
7:15 pm	Introduction to EN4S, official welcome
7:30 pm	Mingling
8:30 pm	Closing remarks
8:45 pm onwards	Feel free to stay, the bar will be open till late!

What to expect:

- The event does not have complementary food but Toby's has a good selection of food and drinks for purchase.
- The purpose of this event is for participants to mingle with each other, with potential assisted networking through ice-breakers.
- Raffle prizes with criteria announced at the event.

The venue is near the Commercial-Broadway Skytrain Station as well as easily accessible with buses 9, 99 and 20. For those who are driving, there's a parking lot right across the road from Toby's.



Event 2: Sustainable Startup Ideation Workshop

September 16, 6:00-7:30pm



Where: 7 Gate Ventures
68 Water St #401, Vancouver, BC V6B 1A4
([Google Maps Link](#))

Schedule:

5:30 pm	7 Gate open for event, check-in/mingling
6:00 pm	Brief introduction to BCSEA and EN4S
6:10 pm	Introduction to workshop, elevator pitch, and sample ideas
6:25 pm	Breakout groups and brainstorm
6:50 pm	Elevator pitches
7:10 pm	Voting/mingling
7:20 pm	Announce winner and wrap-up
7:30 pm	End of event

What to expect:

Brainstorm sustainable energy challenges of today's world and solutions to overcome them! You will learn about the key features of a successful startup, practice your elevator pitch and vote for your favorite idea. This event is in partnership with Vancouver Startup Week.



Event 3: Energy Connections - Reception

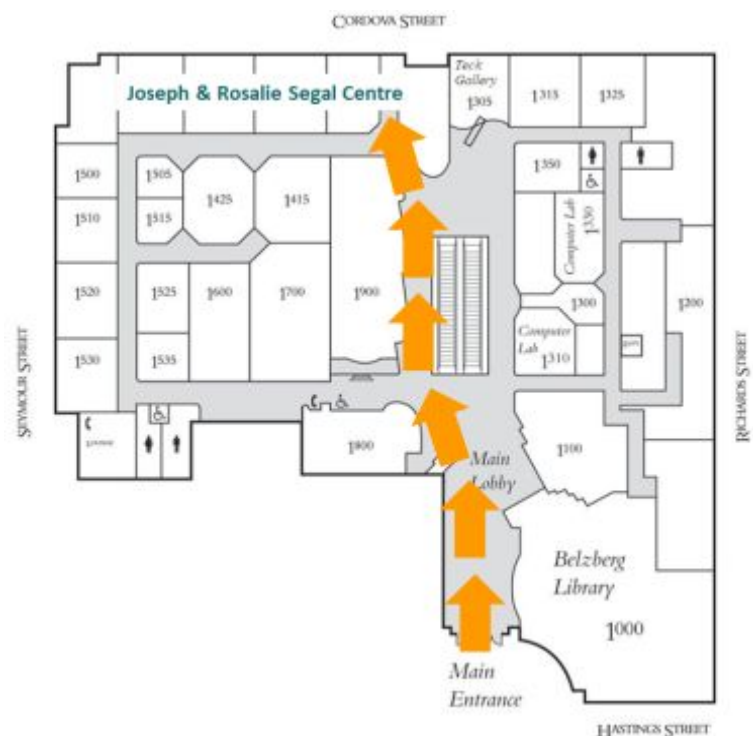
September 20, 5:00-7:30pm



Where: SFU Harbour Centre
515 W Hastings St, Vancouver, BC V6B 5K3
([Google Maps Link](#))

What To Expect:

Energy Connections 2019 will investigate BC's current energy policies and practices. You will participate in the closing reception of this event to learn about the progress of BC's sustainable energy solutions. Meet policy makers, researchers, innovation leaders, and industry experts to connect and discuss your ideas.





Event 4: Data Science Meetup

October 2, 5:30-7:30pm



Where: UrbanLogiq

700 W Pender St Suite 1505, Vancouver, BC V6C 1G8

([Google Maps Link](#))

Schedule:

5:30 pm	Doors open
6:00 pm	Introduction
6:10 pm	Presentations
7:30 pm onwards	Networking & Mingling

What to expect:

Data Science For Social Good presents an evening of presentations and networking focused around the use of data and visualizations in fields related to sustainability. Topics include urban planning, building efficiency and geothermal energy. The event is open to the community, but the content is targeted at EN4S participants, intended to educate and inspire.



Event 5: Hackathon

October 12 & 13, 9:00am – 6:00pm



Where: 7 Gate Ventures
68 Water St #401, Vancouver, BC V6B 1A4
([Google Maps Link](#))

What to expect:

Participants will compete in teams over a two day period for the hackathon prizes. On the second day, each team should have a product to present to the judges.

We encourage people to “learn by doing”. Participants don’t need to have a specific background or experience, but team roles are typically categorized as:

- **Programmer:** Advises on technicalities and implements the idea.
- **Designer:** Creates logos, mock-ups, and anything related to User Experience.
- **Researcher/Expert:** Provides insights and numbers on the targeted subject matter.
- **Marketer/Pitcher:** Finds the target audience, develops a pitch about sales & growth.

In reality, all team members give opinions on every decision and present the product together to the judges.

Each participant fully owns the intellectual property they create during the event; neither BCSEA Vancouver, nor the sponsors claim any ownership of the outcomes.



Schedule:

Kick-Off — Morning, Saturday

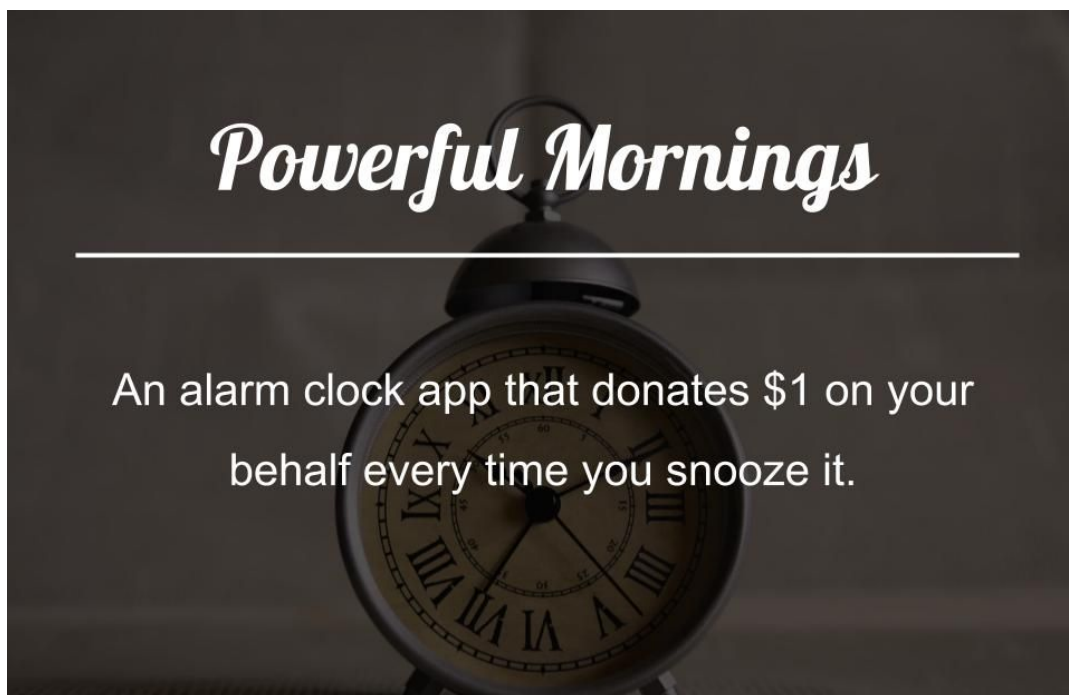
Participants gather for a light breakfast and hear the welcoming remarks, which include a welcome from BCSEA, top-tier sponsor presentation, and information on hackathon objectives and judging criteria.

First Hacking Period — Rest of the day, Saturday

Choose-Gather-Make time! Participants form teams, find tables, and set up their laptops. They brainstorm ideas and evaluate them. Once each team has settled on an idea, they start working on developing their product. Programmers start coding, pitchers start their decks, designers do their mock-ups. During this time, mentors with various backgrounds examine the ideas and give feedback.

Second Hacking Period — Morning, Sunday

Teams put their final efforts to finish their pitch decks and product demos for the submission deadline. Let's imagine the teams built the following apps:





Swear Joules

An add-on for smart speakers that charges anyone who swears in your office, to invest in a random renewable energy initiative.

Virtual Electric Car

A service that searches your credit card statements for car fuel payments, and pays to offset the caused carbon emissions.

Incandescent Hunters

Pokemon Go for incandescent lamps. Find and pin them in the app to encourage LED adoption.



Presentations & Judging — Afternoon, Sunday

Judges enter. Teams are each given a few minutes for a presentation and Q/A. In a random order, teams go on stage and attempt to convince judges that they have a sound business model, a viable growth plan, and a working product that makes it happen. After all the presentations, judges go to their secret room to make their decision. In the meantime, participants test the developed products of other teams.

In the secret room, judges discuss their notes and collectively rate each idea based on the judging criteria. For the above examples, the result may look as follows:

	Powerful Mornings	Swear Joules	Virtual Electric Car	Incandescent Hunters
Relevance to Sustainable Energy	★	★	★★★	★★★
Does it teach something valuable to users?	★	★	★★	★★
Presentation quality	(not applicable in the example)			
Product Demo Quality	(not applicable in the example)			
Originality	★	★★★	★★	★★★
Ease of adoption	★★★	★	★★	★★★
Market opportunity	★★★	★	★★★	★★

Incandescent Hunters wins.

It must be noted that the idea execution has substantial impact on the outcome. For example, the developers of Powerful Mornings can add a feature to greatly



increase their winning chance: the user may earn a “free snooze” for the next day by learning an energy fun-fact when setting the alarm. This feature boosts the app’s score in relevance and education.

Awards — Evening, Sunday

After a thank you and more sponsor shout-outs, the winners are finally announced. We then invite everyone to a casual afterparty for drinks and high-fives.