



# STARTING POINT

STUDENT ENTREPRENEURSHIP CONFERENCE

## Where We Are

Saint Mary's University  
923 Robie Street  
Halifax Nova Scotia

## How to Get Around

Halifax has local transit that runs regularly past Saint Mary's University into the downtown core. This should take you anywhere you need to go (or close to it).

To view bus routes and times please visit  
[www.Halifax.ca/transit](http://www.Halifax.ca/transit)

Not into taking the bus? Then call one of our local cab companies:  
Yellow Cab: 902-420-0000  
Casino Taxi: 902-429-6666 or 902-425-6666

For airport transportation we recommend using Driver Dave's. They have very reasonable rates at \$35 per person or \$20 per person for a group of two or more people.

Book online by visiting  
[www.driverdaves.com](http://www.driverdaves.com)

Bringing your own car? SMU has Pay and Display parking in the parking lot off Inglis Street. See the Campus Map in the app.

## Emergencies

In case of an emergency please call campus security at 902-420-5500.

## WIFI

Username: spse  
Password: smu2019

## Questions?

If at any time you have questions, please visit the conference information booth located in the Lobby the Sobeys building or download the app and send a message to Kaitlyn Touesnard or Yifei Li. We're here to help in any way we can!

# Schedule of Events

## FEBRUARY 19 - TUESDAY

Time	Event	Location
5:00pm – 6:00pm	Conference Registration	Lobby, Sobey Building
6:00pm – 8:00pm	Opening Reception	Loyola Conference Hall

## FEBRUARY 20 - WEDNESDAY

Time	Event	Location
8:30am – 9:30am	Conference Registration	Lobby, Sobey Building
9:30am - 12:00pm	High School Pipeline	CLARI, 3rd floor, Atrium
9:30am – 10:30am	Master Classes	
MC1	Lessons in Retail You Won't Get in Class by Kena Paranjape	Loyola 171
MC2	The Making of Great Marketing by Paul LeBlanc	Loyola 173
MC3	How Money Works: what they didn't teach us in school by Gloria Roheim McRae	Loyola 174
MC4	P.O.W.E.R Up the Champion Within by Karen Furneaux	Loyola 175
11:00am – 12:00pm	Master Classes	
MC5	Unlock Your Creativity by Kena Paranjape	Loyola 171
MC6	So You Want to be an Entrepreneur, Eh? by Paul LeBlanc	Loyola 173
MC7	How to Manage Your Cashflow as an Entrepreneur by Gloria Rohiem McRae & Ricardo McRae	Loyola 174

## FEBRUARY 20 - WEDNESDAY (Continued)

Time	Event	Location
12:00pm – 1:00pm	Partner Trade Show & Lunch	Loyola Conference Hall
1:00pm – 2:00pm	Master Classes	
MC8	How Money Works: what they didn't teach us in school by Ricardo McRae	Loyola 174
MC9	Take Your Power Back! Olympian Approved Tactics to Improve Resilience by Karen Furneaux	Loyola 175
2:30pm – 5:00pm	Iron Entrepreneur Competition	Loyola Conference Hall
6:00pm - 6:30pm	Pre-Dinner Reception	Schooner Room, Casino Nova Scotia
6:30pm – 8:00pm	Dinner and Keynote with Manu "Swish" Goswami	Schooner Room, Casino Nova Scotia
8:00pm – 9:00pm	Starting Point Social	Schooner Room, Casino Nova Scotia

## FEBRUARY 21 - THURSDAY

Time	Event	Location
10:00am – 12:30pm	Funder Speed Dating	Private Dining Room, Loyola Bulding
11:00am - 12:00pm	Master Classes	
MC10	Advanced Negotiations by Todd McDonald	Loyola 171
MC11	168 Hours: Productivity and Time Management by Hamza Khan	Loyola 173
MC12	Imposter Syndrome - Break the Self-Doubt Cycle by Laura Simpson	Loyola 174

FEBRUARY 21 - THURSDAY

Time	Event	Location
12:00pm - 1:30pm	Lunch	Lobby, Sobeys Building
12:30pm – 1:30pm	Master Classes	
MC13	Raising Capital: Seeking the best financing for your business by Matt Wowchuk	Loyola 171
MC14	The Story of You: Personal Branding by Hamza Khan & Bailey Parnell	Loyola 173
MC15	#LikeABoss - What kind of boss will you be? by Laura Simpson	Loyola 174
1:45pm - 2:45pm		
MC16	“Tapping” Your Businesses Full Potential by Matt Wowchuk	Loyola 171
MC17	Talk the Talk: Public Speaking by Bailey Parnell	Loyola 173
MC18	Your Company Strategy Happens by Default or Design by Ron Lovett	Loyola 174
3:00pm - 3:30pm	Awards	Scotiabank Theatre

Remember to download the conference app by searching “Starting Point Conference” in the app store!



Atlantic Canada Opportunities Agency / Agence de promotion économique du Canada atlantique

