

SIFE

MEMORIAL UNIVERSITY
C A N A D A

SIFE MEMORIAL

SIFE muh-mawr-ee-uhl, n.
creating local solutions to global
economic challenges.



[defined by] OUR PEOPLE

[defined by] OUR MISSION

[defined by] NEWFOUNDLAND
& LABRADOR

[defined by] CANADA



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YOUTH IN BUSINESS

yooth in biz-nis, n. teaching entrepreneurship to youth through hands on learning.

Now in its 7th year, Youth in Business (YIB) is the longest running SIFE program in Canada! Using our portfolio of 14 projects, SIFE Memorial teaches business skills to developmentally challenged individuals, at-risk youth, Aboriginals and students.

B.E.G.I.N. (Business Education Growing in Newfoundland and Labrador) was added to the YIB portfolio in 2006 and focuses on business and personal financial skills. B.E.G.I.N. won the 2007 HSBC National Financial Literacy Challenge.

HIGHLIGHTS

- 2,000+ Youth
- 14 Projects
- 7 Years
- HSBC Winning Project
- 140 Schools



criteria



THINK GREEN

think green, n. teaching students how to run a profitable and ethical business.

Think Green businesses are completely student-operated and are created in partnership with elementary schools. Over 8 months, SIFE Memorial gives grade 6 students the business skills needed to run a profitable recycling business. With *Altius'* support, Think Green will reach 15 schools in our province this year.

Using our handbook & CD, SIFE Teams in Malaysia, UK and Zimbabwe are using this program. Wal-Mart Canada recognized Think Green's value and is implementing it across Canada - potentially reaching 300 schools.

HIGHLIGHTS

- 15 Schools in Province
- 4 Countries
- Handbook & CD
- \$15,000/per School
- Wal-Mart Partnership
- 300 Schools in Canada
- 43,000,000 Recyclables



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2,188

 PEOPLE IMPACTED

10,701,226

 GROSS IMPRESSIONS

73



TRANSATLANTIC CONSULTANTS

trans-uht-lan-tik kon-sul'tants, n. provides businesses and students with the knowledge to export to european markets.

SIFE Memorial recognized an opportunity for Newfoundland and Labrador businesses to team with Memorial University's Harlow, UK Campus and turned the idea into an accredited university course. In Business 6006 - Transatlantic Consultants - students at the Harlow Campus develop a market entry strategy to introduce emerging businesses to the European market.

AbbyShot, a 2006 client, hired an Export Development Officer because of the knowledge gained from this project.

HIGHLIGHTS

- Market Entry Strategy
- 1 New Job
- University Course
- NL Export Merit Award

criteria



LAUNCH PAD

lawnch pad, n. canada's first and only student-run business incubation centre.

Launch Pad is Canada's only student-run entrepreneurial incubation centre and provides student business owners with tangible and intangible resources to grow their businesses. Launch Pad has its own advisory board, application process, business plan competition, and full-time student employee for its 4 full-time clients.

Upstream Media has increased revenues by 700% since joining Launch Pad and the owner of Knotty Designs is the 2007 Newfoundland and Labrador Student Entrepreneur of the Year.

HIGHLIGHTS

- Canada's Only
- 4 Full-time Clients
- 1,000 sq/ft
- Business Plan Competition
- \$510,000 Revenues

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