

Igniting the Economy: NSCAD Creative Entrepreneurship Lab Launch



5163 Duke Street
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First Mover Advantage
Nova Scotia Business Community
Investor Deck Fall 2020

The Problem

- Many aspiring artists, designers and makers have great ideas and amazing talents, but don't know how to monetize them.
- Creators experience lost opportunities to create a sustainable financial future for themselves.
- The potential industry and innovation of unsupported creative entrepreneurs is lost to the province's and global social and economic recovery from the COVID-19 pandemic.

“Being good in business is the most fascinating kind of art. Making money is art and working is art and good business is the best art.”

Andy Warhol

Market Opportunity

- NSCAD students ~ 900
- NSCAD alumni ~ 10,000
- In Canada, creative industries generate \$54.6 billion annually for the Canadian economy.
- The One Nova Scotia report (2014) led Nova Scotia to launch its Culture Action Plan in 2016 which concludes: “We know Nova Scotia’s cultural sector is overflowing with creativity and innovation that deserves more recognition, more success, and more support.”

Competition & Rationale



- In Nova Scotia there are no start-up or entrepreneurial programs directed specifically to those individuals in the creative economy.
- Because creatives think differently, many lack the confidence to participate in general entrepreneurial and business programs through incubators and continuing education.
- NSCAD has talent pipeline awaiting development through its student and alumni networks, as well as its connections through the arts community.

CEL Leadership by NSCAD, an established culture leader in our region



Dr. Ann-Barbara Graff
Vice-President
Academic & Research
and Provost



Dr. Martine Durier-
Copp
Academic Dean



Gregory Adolphe
Nazaire
Founding Director
NSCAD Creative
Entrepreneurship Lab

Opportunities for Founding Partners: Get involved!

Advisory Board (by invitation) – The CEL’s advisory board includes senior policy makers, corporate lawyers, venture capital managing partners, and national business development leaders.

CEL Founding Partners can engage with program participants as Mentors. Invite members of your team to share their experience and learnings with aspiring entrepreneurs.

Present workshops on specific topics to CEL participants (digital and/or in person) about business experience or learnings in a specific area. Build awareness of your business sector and show how creativity contributes to your success.

Access the the next generation of creators, builders, designers, artists and makers. This is a talent pipeline of potential employees and partners.

Become a NSCAD CEL Founding Partner: Invest in the Future of NS Culture Community

Participate in this exciting new service
in its start-up phase..

www.nscad.ca/CELFounder



ANNUAL INVESTMENT	LEVEL	BENEFITS						
		TAX RECEIPT	MENTOR PROGRAM VOLUNTEER	TALENT PIPELINE	EVENT INVITATIONS	WORKSHOP PRESENTERS	CEL ADVISORY GROUP	CUSTOM
< \$500	Champion	*						
\$500	Mentor	*	*	*	Digital only			
\$1,000	Thought-leader	*	*	*	*			
\$2,500	Accelerator	*	*	*	*	*		
\$5,000	Visionary	*	*	*	*	*	*	
\$10,000	Angel	*	*	*	*	*	*	*

Use of Funds: Grow Makers into Marketers, Convert Creativity into Industry



- Awareness/outreach campaigns – current students, recent graduates, and local arts community including newcomers, Indigenous people, African Nova Scotians
- Mentor program development, launch and implementation
- Seminars for students and the community by local business representatives
- Business Incubation/support
- Match making

Outcomes

Through the CEL, NSCAD is stepping up as an established cultural leader to foster a business environment in which artists, designers and makers can thrive. E-commerce and the ecosystem for digital infrastructure present the optimal setting for creative entrepreneurs, particularly from rural locations, to significantly increase their exposure and access to new markets with minimum costs. This interconnection between creativity, art, and technology presents new opportunities for collaboration and new network formation and eventually clusters

Why NSCAD?



NSCAD University is focused on teaching and research of art, craft and design. Founded in 1887 in Halifax, Nova Scotia NSCAD is a unique and beloved educational community, recognized internationally for its leadership and innovation in creative practice, research and andragogy. It is not NSCAD's age that suggests its importance and vitality, it is its commitment to the production of new knowledge, its function as a catalyst of creativity and its adaptability to contemporary realities which are the foundations of its academic mission.

NSCAD is Nova Scotia's university for creative careers, art and research. It is committed to collectively leveraging its unique strengths and resources to advance the economic, social and cultural well-being of all Nova Scotians, both long-standing and newcomers.

Invest/Donate/Contact

For more information about supporting NSCAD's CEL, contact:

Kara Holm, Advancement Director

give@nscad.ca / 902-444-7215

Donate today: www.nscad.ca/CELFounder



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