What is CBaSE?

The Centre for Business and Student Enterprise (CBaSE) acts as a gateway between the University of Guelph and the surrounding Guelph community, facilitating interdisciplinary collaboration and real-world experience. Launched in 2009, CBaSE has played an essential role in supporting the realization of the three pillars of the College of Business and Economics (CBEs): (1) transformational learning, (2) research with impact, and (3) community engagement.

CBaSE engages with the local community and offers programs that have the potential to transform students’ understanding of their disciplines, worldviews, and abilities. From these experiences students are also given the opportunity to develop disciplinary knowledge, develop essential skills, and harness attitudes for life and career success.

Our Objectives

1. Empower the next generation of business leaders committed to community engagement and a sustainable future.
2. Broker connections between campus and the community.
3. Be the “one-stop-shop” for innovative curricular programming.
4. Provide support for interdisciplinary and intercollegiate collaboration.
5. Develop the next generation of entrepreneurs and further enhance the entrepreneurial ecosystem on the University of Guelph campus.

CBaSE Programs, Services & Supports

The Hub Incubator Program
A 16-week intensive program focused on helping for-profit and non-profit startups develop a strong business model that can be rigorously tested and intelligently scaled.

Business Consulting Course
A semester-long course aimed at getting students out of the classroom and into the community helping organizations with strategic planning, business planning, market research, competitive analysis, social media strategy, and communication strategy.

Entrepreneurial Programming
Workshops, events, and resources to help entrepreneurs develop skill sets and networks.

Enactus Guelph
An international non-profit organization bringing together students, business leaders, and thinkers from around the world focused on making positive change with business.

CBASE Programs, Services & Supports

Hub Incubator

The Making Box
The Making Box, a local improv and comedy company, joined the Hub in January 2016. During their time in the Hub, The Making Box realized that one branch of their business could support the other. In this realization, they decided to make a change from focusing on comedy shows and improv classes to dedicating more time and resources towards their improv for business professional training services.

Jay Reid, founder of The Making Box had this to say about his personal experience in the Hub Incubator Program: “The Hub is the most effective entrepreneurial training experience I’ve had the pleasure of being a part of. With new ventures, there’s no clear path. Weekly check-ins with your manager bring you to the realization the variety of ways you can move forward and gain ground. I’m a little surprised about how emotionally connected I am to everyone’s wins.”

Today, The Making Box is a thriving local business building community in Guelph through comedy. They have been nominated for Innovation Guelph’s Start-up of the Year award and The Guelph Chamber of Commerce Community Spirit award.

TRAVA
TRAVA is a social enterprise that sells fully styled outfits and accessories made ethically in Sri Lanka. Their goal is to create opportunities for Sri Lankan women and youth and have committed to personally working 250 hours annually in the villages. Through their partnership with youth lead community development organization in Sri Lanka, TRAVA will empower girls and women with transferable skills in areas of business, personal development, and technical training.

The founders of TRAVA first heard about the Hub after winning funding at Startup Royale 2015. Throughout the Hub Program, TRAVA conducted market research aiming to better understand their potential target customer’s shopping habits. They were able to successfully implement new strategies into their business plan and improve their sales and impact in Sri Lanka.

Business Consulting

Blue Ocean
Blue Ocean Office Supplies & Solutions specializes in offering quality compatible and remanufactured ink and toner products for brands such as HP, Canon, Brother, Lexmark and Epson, at an affordable price. As a social enterprise, Blue Ocean offers community organizations, charities, youth activities, and sports organizations a way to aid in their own fundraising efforts by simply buying their ink and toner supplies from Blue Ocean and raising their supporters, volunteers, friends, and family to do the same. Blue Ocean then donates 10% of the pre-tax sales flowing through their fundraising efforts back to them.

Through the Business Consulting course, a group of students worked with Blue Ocean to help them identify which charities and which geographical areas would be most receptive and most in need for this fundraising tool, with an ultimate goal of creating awareness, helping them expand their operations, and ultimately deepening their impact in the community. The student consulting team conducted extensive research on behalf of Blue Ocean and were able to offer them strategic recommendations and an actionable plan on how to move forward.

10 Carden
10 Carden is a living lab for social change. They provide the conditions for community members, practitioners, and researchers, working in collaboration, to explore ideas, create and sustain new initiatives and more discoveries.

Looking to meet growing community and physical accessibility needs, 10 Carden took on a Business Consulting project with CBaSE. With a plan in place to purchase a building to house this expansion, they needed a new marketing and social media strategy to support their big plans for the future. Student consultants spent the semester creating a detailed marketing plan, complete with well-researched strategies, that would guide 10 Carden through the implementation process. This marketing plan provided the tools that 10 Carden required to grow their impact and reach within the community.

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