



# renovo

Renewing Passion. Rebuilding Purpose

**Information Package**





# Table of Contents

|           |   |    |
|-----------|---|----|
| <b>01</b> | <b>Message From The Project Manager</b> | 03 |
| <b>02</b> | <b>About Enactus SFU</b>                | 04 |
| <b>03</b> | <b>What is Renovo</b>                   | 05 |
|           | Mission and Vision                      | 05 |
|           | Project Overview                        | 06 |
|           | Workshop Breakdown                      | 07 |
| <b>04</b> | <b>Partnership Proposal</b>             | 08 |
| <b>05</b> | <b>Contact Information</b>              | 09 |





# A Message From the Renovo Founder & PM

Renovo was founded on the principle of retribution and the commitment to give back to those who have already given so much. We recognize the immense sacrifice, unparalleled leadership, and strategic capabilities of Canadian veterans, and are committed to **provide the resources at no cost** so they can learn to apply them in a different field: entrepreneurship.

We believe that the power to build a business should be within everyone's reach. Yet, right in our own backyard we see that for many communities, this path is often blocked by barriers of access and opportunity. That is why, in our first year, Renovo is dedicated to launching two distinct, comprehensive programs: one for veterans in the fall, and another for Indigenous youth in the spring. These multi-week workshops in entrepreneurship and personal development intend to allow participants the opportunity to explore the business and the entrepreneurial field as a possible career.

This vision is deeply personal. Through insightful conversations with veterans, listening to their stories of transition, our mission has become even clearer: to make entrepreneurship accessible and provide opportunity, because when opportunity meets determination, unimaginable projects come to life.

As the founder of Renovo, it is my honour to oversee this initiative and to give back even a fraction of what is deserved. I am excited for all that lies ahead, and I kindly invite you to join us on this journey.

Sincerely,

Valeria Lozada





# About SFU

Simon Fraser University (SFU) is a leading public research university in British Columbia, Canada. Founded in 1965, SFU has grown into a vibrant academic community known for its strong programs, innovative research, and dynamic student life. The university ranks among the top 1–2% of universities worldwide and is recognized as [Canada's #1 comprehensive university](#).

SFU offers a wide range of undergraduate, graduate, and professional programs, with a particular emphasis on interdisciplinary learning and experiential education. It is globally respected for its commitment to sustainability, community engagement, providing students with opportunities to gain practical experience while contributing positively to society.

# About Enactus SFU

## WE ARE

At Enactus SFU, we view challenges into opportunities to innovate. We empower students to take initiative, and use entrepreneurial skills to tackle community issues. Over the past 8 years, our team has dedicated over 115,000 volunteer hours, impacting the lives of 8,600+ individuals.

As one of the largest organizations at the Beedie School of Business, Enactus SFU also has a strong legacy of competitive excellence—consistently placing podium at the Enactus Canada's Regional and National Expositions

## MISSION

We are a community of changemakers using entrepreneurship and innovation to address social, economic, and environmental needs in order to positively impact our community

## VISION

To be student leaders who inspire positive change through innovation and social entrepreneurship to create a sustainable world.





# What is Renovo?

Renovo is a **student led not-for-profit initiative** under Enactus SFU, aimed to empower Canada's underrepresented communities by providing **free multi week entrepreneurship and personal development programs**.

Through Renovo's tailored curriculum, cohort participants will get to connect with industry professionals, learn business fundamentals from resume building and accounting basics to business planning and pitching, while simultaneously expanding their professional networks. Ultimately they will get the opportunity to develop a personal venture and have the possibility to **compete for a micro-grant in a culminating pitch competition**



## Mission

To give back to the community and break down barriers to entrepreneurship for underrepresented Canadians through practical, project-based learning and continuous mentorship.

## Vision

To redefine the future of Canadian entrepreneurship by ensuring every person has access to business education and therefore the opportunity to lead and succeed in the business field.



# Project Overview

## The Renovo Program

Renovo offers a **FREE** multi-week program that allows veterans to learn business fundamentals, pursue career development, and explore entrepreneurship as a possible career path through a **6 week hybrid program**. This program includes **4 business fundamentals virtual workshops**, and **2 in person events** including an **entrepreneurial panel** and a **culminating pitch competition**.

## The program focuses on three core pillars:

### 1. Business Fundamentals:

Veterans learn essential concepts through comprehensive workshops from industry professionals, including business financing, accounting basics and business law

### 2. Corporate Career Development:

For those interested in the corporate world, we provide hands-on training in resume writing, interview skills, and career navigation.

### 3. Startup Development:

For aspiring entrepreneurs, we guide them through the process of taking an idea from concept to pitch. This includes using the BMC, learning from successful founders on our entrepreneurship panel, and receiving expert coaching during a pitching masterclass.

## Culminating Event: The Pitch Competition

The program culminates in an in-person pitch competition where participants pitch their start up idea and business plan, to a panel of judges composed of industry professionals. Participants will **compete for a micro-grant of \$1,000 CAD** to seed their venture.





# Workshop Breakdown

1



**Introduction to Entrepreneurship and Financial Literacy**

2



**Business Model Canvas: Problem Identification and Idea Ideation**

3



**Career transition: Resume building and Interview Insights**

4



**Business Fundamentals: Finance and Accounting**

5



**In person - Entrepreneurship Panel and Pitching Masterclass**

6



**In Person - Final Pitch Competition**

\*At Renovo, we value collaboration, and understand each community's needs are different, therefore we are open to modifying the curriculum based on the needs of our cohort



# Partnership Proposal

## Proposed Roles & Responsibilities

### For Renovo:

- **Program Delivery**  
Design and deliver the entrepreneurship curriculum through weekly virtual workshops hosted on Zoom, and two in person events.
- **Network**  
Recruit, and manage a network of industry professional guest speakers to facilitate connections between participants and industry professionals.
- **Learning Resources**  
Provide all curriculum materials, including the SPARK Workbook and lesson plans

### For Partners

- **Participant Outreach**  
Support in recruiting participants for the cohort.
- **Optional**  
Host an Info Session: If feasible, we would be grateful for the opportunity to host a brief zoom information session with your network, to introduce ourselves and the program directly to veterans

## Why Renovo Needs You

### Local Credibility:

Veterans learn essential concepts through comprehensive workshops from industry professionals, including business financing, accounting basics and business law

### On-the-Ground Support:

Partners connect Renovo with motivated participants and community support, ensuring the program reaches those who benefit most.

### Scaling Together:

By collaborating with us, and help us reach veterans, Renovo can extend its reach and create larger, sustained impact across regions.



# Contact Us



Renewing Purpose **Today.**

Reimagining Tomorrow **Together.**



renovo

Renewing Passion. Rebuilding Purpose