

# Shumka Centre for Creative Entrepreneurship

## FACT SHEET

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### ABOUT

**Shumka Centre for Creative Entrepreneurship** fosters the movement of creative people into systems and situations where their work and ideas can have the most impact. Developed by Living Labs, the Centre launched in 2018 aiming to establish a place where artists and designers can find community and knowledge, as well as a connection to the resources they need to launch their projects in the world— whether those are products, companies, events, curatorial initiatives, non-profit organizations, or other initiatives.

### OBJECTIVES

- + Build the first culture and creative sector incubator in Western Canada
- + Offer resources and guidance that enable easier access to business and entrepreneurship support for all Emily Carr students
- + Teach and communicate the smartest emergent methods for getting things done (templates and tools, networks, partnerships, models), drawing from different sectors to coalesce new ways of doing things in the cultural and creative sectors
- + Create an externally-facing profile that retains creative integrity and gains reputation for experimentation
- + Cultivate the entrepreneurial capacity and business skills of creatives, micro businesses and startups within Emily Carr, and from Vancouver's creative and cultural sector by offering programs that address their specific needs
- + Become a hub, facilitate cross-sector networking, and create culturally interesting exposures that showcase creative products and ideas to new audiences

### SAMPLE PROJECTS

**Discovery Foundation Mentorship Program** engages experts in business, technology, interaction design, industrial design, and materials-based research in order to transfer knowledge to emerging entrepreneurs who demonstrate the desire and capability to establish technology companies in BC.

**Design for Startups** partners emerging designers with top early stage companies in order to work on a specific design problem.

**Creating a Design Startup** course equips student designers with the tools and methods to create their own product development companies by focusing on using contemporary professional methodologies to help students bring their product concepts to market in meaningful ways.

### EXPERTISE

Our faculty and students have expertise in:

Communication Design  
Lean UX  
Product Design  
Interaction Design  
Design-Led Entrepreneurship  
Data Visualization

Community Engagement  
Social Practice  
Place-Based Research

### CONTACTS

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### PARTNERS

A&K Robotics  
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The Next Big Thing Foundation  
Pressboard  
Print2Peer  
Retsly  
Silkstart  
Spark CRM  
Wantoo

### FUNDERS

The Social Sciences and  
Humanities Research Council  
(SSHRC)  
Discovery Foundation  
Innovate BC  
Vancouver Foundation

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