



Entrepreneurship

Creating cross-border connections

SpeakHER series



SEASON 1 - RECAP

Funded by the US Consulate General office, the Entrepreneurship SpeakHER Series is a virtual speaker and networking series that aims to empower post-secondary students, especially women, to consider entrepreneurship as a potential career path.

This first season of the series consisted of 4 virtual webinars featuring American woman entrepreneurs from different industry sectors. To end off the season, we also hosted a virtual networking event bringing together female founders, entrepreneurship centre supports, and students from both sides of the border!

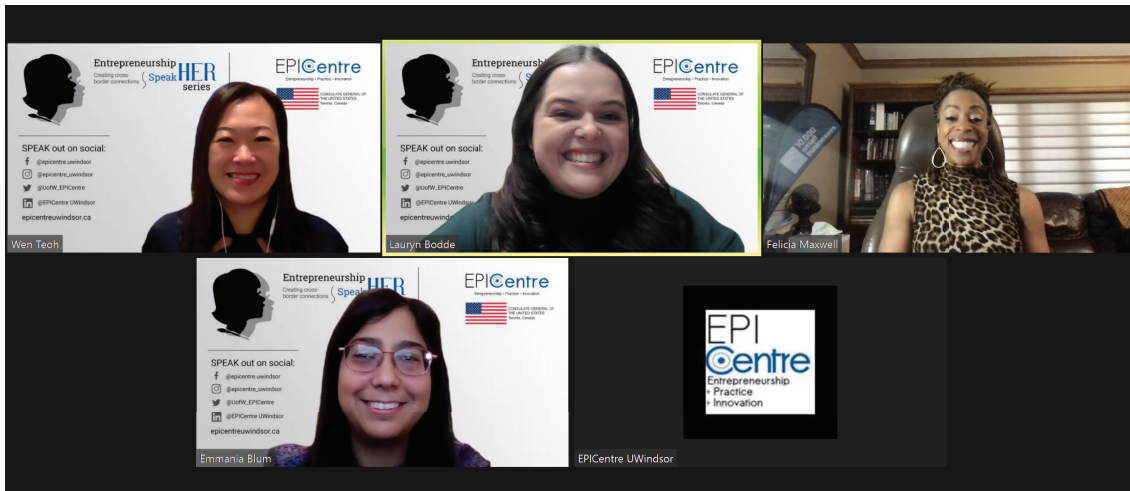
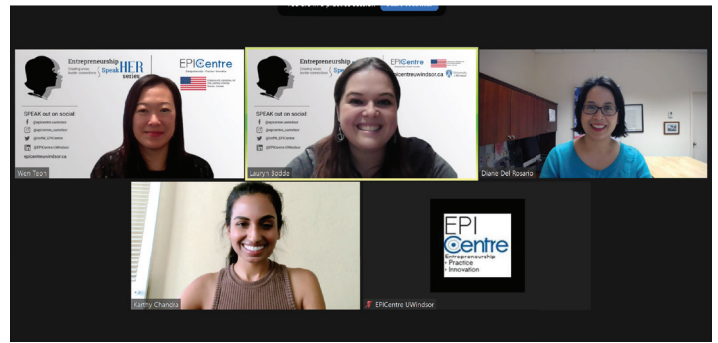
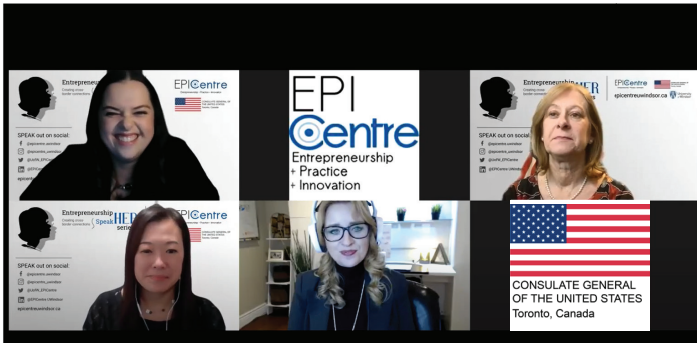
Event Schedule

Date	Time	Session Industry	Session Topic	Speaker
January 28, 2022	6pm	Information, Communication, Technology	Resiliency in Entrepreneurship: The COMEBACK, not the setback	Karolyn Hart, President & Founder of InspireHUB Inc.
March 3, 2022	6pm	Fitness	Pivotal Time: Don't Panic, Just Pivot	Felicia Maxwell, Owner and Founder of Fit4Life Health & Fitness LLC
March 25, 2022	6pm	Service/ Consulting	Work & Life Balance: Productivity & Purposeful Living	Karthy Chandra, Founder of Goalden Hour
April 12, 2022	12:30pm	Healthcare/ MedTech	Entrepreneurship Ups and Downs	Valerie Obenchain, Founder and CEO of AIRS

Experiencing FOMO? (click the icons below to watch the sessions)



Scenes & Memories



Entrepreneurship
Creating cross-border connections (SpeakHER series



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EPICentre
Entrepreneurship + Practice + Innovation



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Key Takeaways



"Just start as quickly as possible. Don't worry if you don't have all the answers."
~Karolyn Hart



"Just start. Don't wait for the perfect time."
~Karthy Chandra

- Let's inspire to be Edison in our attitudes. "I have not failed, I've just found 10,000 ways that won't work." ~Thomas Edison
- Every winner begins as a loser. The prerequisite to success is being a failure. What matters is how you RESPOND to failure.
- Perseverance is not the absence of wanting to quit, it's continuing anyways.

- Find people that are aligned with your mission and values.
- Don't worry too much about the timeline. It takes the time and the learning that comes from making mistakes to help you become a better entrepreneur.



"Reach out to advisors and mentors that know more than you. Link up with people you know and trust."
~Felicia Maxwell



"Don't let anybody tell you your dream is too big. Know your market, your strong points, and where you need help."
~Valerie Obenchain

- Pivoting in business simply means shifting to a new strategy.
- We are here to transform people from the inside out.
- Change is inevitable. Growth is optional.
~John C. Maxwell
- Embrace challenges, they come to make you stronger.
- Make moves on purpose, with a purpose, for a purpose.

- As an entrepreneur, you have to wear many different hats and to remember this: "I know enough to make it dangerous, but not an expert. I am not a regulatory expert, not a patent expert, not a reimbursement expert, but I've learned enough in all of those areas."
- We are working with students at Michigan Tech University on prototyping for a new portable oxygen concentrator. It's been a great win win, the students are learning and we get the new perspective of young minds for our project.



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Season 1: Engagement | Impressions | Feedback

**12 CROSS BORDER
PARTNERSHIPS
WITH FEMALE
FOUNDERS,**
and the chance to
hear their stories.

**188 ATTENDEES
& IMPRESSIONS**

Including both our virtual
sessions, and networking
event.

**386 SOCIAL MEDIA
ENGAGEMENT**

Facebook: 46
Twitter: 126
Instagram: 86
LinkedIn: 128

**"I think the topic is really needed,
and I look forward to seeing future
sessions."**

(Karolyn's session)

**"Felicia was phenomenal. Her story
was very relatable and captivating.
She spoke true words of strength
and passion and I found her very
motivating."**

(Felicia's session)

**"Interesting topic and
enthusiastic speaker."**

(Karthy's session)

**"Thank you for providing useful infor-
mation to women entrepreneurs."**

(Valerie's session)





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Cross-Border Connections | CAmerican Moments

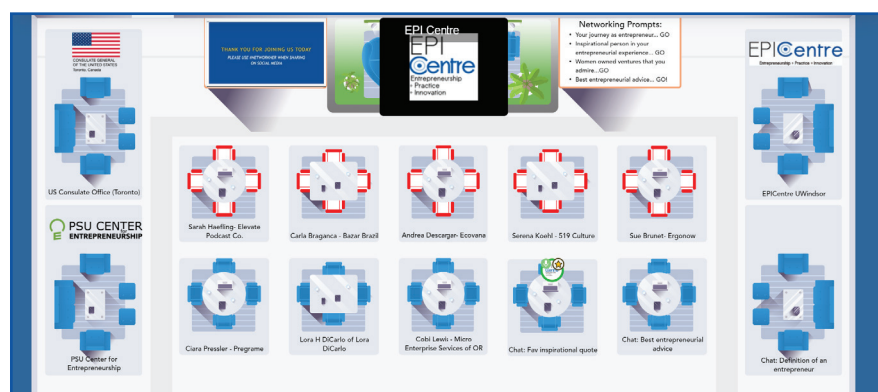
To close off season 1 of our Entrepreneurship SpeakHER series, we hosted a virtual and interactive networking event. The Entrepreneurship NetworkHER event, powered by the US Consulate Office in Toronto was an incredible opportunity for students, entrepreneurs and community members to make connections on an international level. The EPICentre team was proud to partner with Portland State University's Center for Entrepreneurship to connect guests from both sides of the border. We had the honour of hosting 8 female founder ambassadors from both Windsor Essex County and Portland Oregon that offered their business stories and lessons learned to our guests.

"After this event, I am thinking of working on a business idea and working with the EPICentre team for support. I am honoured to have gotten the chance to meet female founders from both Canada and the US".

~Mahsa Jalali, PHD Researcher Assistant at University of Windsor

"Thank you for hosting such a great event! I met some inspiring women and made amazing connections."

~Arundhati Kandan Ramdas, Graduate Student at University of Windsor



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NetworkHER session

EPICentre
Entrepreneurship + Practice + Innovation

Center for Entrepreneurship
PORTLAND STATE UNIVERSITY



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"We strive to introduce young innovators to a variety of mentors and professionals who can share their insights and experiences. Being able to provide a connection to entrepreneurs with many different backgrounds is invaluable, inspiration can come from anywhere and we are thankful for our relationship with the University of Windsor."

~Abigail Van Gelder – Assistant Program Coordinator at Portland State University Center for Entrepreneurship

"The U.S. Consulate was pleased to sponsor this networking event. It was so great to meet with these aspiring entrepreneurs, and share experience and information. By forging these cross-border connections, we strengthen our ability to build back better."

~Diane Del Rosario, Public Affairs Officer at the US Consulate Toronto



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EPIC Impact

We are very grateful to the following publications that featured and shared our Entrepreneurship SpeakHER series with their media platforms! It is incredible that we reached media groups on both the University of Windsor and St. Clair College campuses as well as a CBC National broadcasting group in the francophone community. Thank you to The Lance, The MediaPlex & Radio Canada!



[CLICK HERE](#)

ANOTHER YEAR WITHOUT A CUTE PUMPKIN PATCH PIC.
NEWS ARTS + CULTURE OPINIONS POLITICS SPORTS
TECHNOLOGY

Written by

Montse Pineda

NEWS

The EPICentre Presents The Entrepreneurship SpeakHER Series
Published On: Wed, Apr 20th, 2022, 1:29PM – Last Updated: Wed, Apr 20th, 2022, 1:29PM – 2.6 min read

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Female entrepreneurs are kickstarting their careers
By Gracie Lowes
April 8, 2022 13:24

Sarah Haefling, the founder of Elevate Podcast Co. and host of Made it Happen Podcast, is offering advice to future entrepreneurs – chase your dreams and go for it.

Haefling is one of the many guest speakers involved in the Entrepreneurship SpeakHER Series is funded by the US Consulate General Office in Toronto, but the program is run by the EPICentre at the University of Windsor.

"My advice for other women who are becoming entrepreneurs would be to just take that first step and start before you're ready," Haefling said.

EPICentre (Entrepreneurship, Practice and Innovation Centre) is located on the University of Windsor campus. The new online SpeakHER series kicked off in January, with the goal of hosting and releasing new sessions to help both students and entrepreneurs each

SEASON 2 - COMING IN FALL 2022 !

SEASON 2 SESSIONS (Fall 2022) - Stay tuned for updates!

***Coming Soon**

DATE	INDUSTRY SECTOR	SPEAKER	TOPIC
September	Food	*	*
October	Arts	*	*
November	Social Enterprise	*	*
December	Engineering	*	*



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