

**Report by**  
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**Entrepreneur-in-Residence/l'entrepreneur en résidence, Telfer School of**  
**Management, University of Ottawa**  
**Founder, Ottawa Senators, Executive Director, Explorim.org**  
**Broker, Partners Advantage GMAC**  
**March 2010**

**A) Completed so far:**

1. *Bootstrap Awards*—re-launched successfully with OCRI and Carleton's Lead to Win Program: <http://ocri.ca/explorim/>.



2. *Mini Offices*—early stage funding, mentoring and office space incubator launched in Sept 2009: [www.Minioffice.org](http://www.Minioffice.org). Lincoln Fields Shopping Centre: 10 offices and 5 workstations. Support from Telfer and Algonquin College.



3. *Business Model Competition*— successful completion of biz model competition for four years. Prizes of \$1,500 per annum. Record number of entrants for 2010—22 in all. Using Review Room online utility for upload of entries and review by judges (<http://uottawa-nicol.myreviewroom.com/>). Biz Model Comp (<http://dramatispersonae.org/AssignmentsADM3396BusinessModelCompetition.htm>) is filter for Wes Nicol Business Plan Comp.
4. *Wes Nicol Business Plan Competition*—co-ordinate U of O entrants. Successful Business Model Competitors move onto Wes Nicol Competition. Four competitions completed including two U of O winners placed in the Wes Nicol National Finals to compete against ~ 12 other CDN university teams. 2010 winner will compete in National Finals at end of March 2010. Prize money of \$8,000 per annum. <http://www.dramatispersonae.org/AssignmentsADM3396WesNicolBusinessPlanCompetition.htm>.

5. *Sponsorship*—Wes Nicol generously continues to support the Telfer School’s competitions. Competition named for sponsor, recognized donor of U Ottawa Telfer SOM, opportunity to meet top students and present awards, media announcement of sponsorship and event, announcement of winners in media, winning participants’ names displayed in trophy showcase at Telfer, mention on Telfer website and competition website.
6. *Course*—ADM3396 Seminar in Administration: Entrepreneurialist Culture—How to Bootstrap Yourself to Business Success in the 21st Century. Winter Term. Wednesdays from 4 p.m. to 7 p.m. Fourth year of the course near completion. Video record on YouTube. Integration of Twitter into course for student communication: general announcements, student reminders, hashtag #EC3396 used for cross-communication amongst students and Prof. Pioneering in video case studies. Integrate Telfer students as well as engineering students and others.  
<http://dramatispersonae.org/EntrepreneurialistCultureFrontPage.htm>.
7. *Completed Entrepreneurs Handbook*: <http://enhandbook.com/>.



8. *UCoursePack.com*—Use of new technology developed by Telfer student for course packs. IP-protected USB keys which not only have course pack on it but also have social media integrated into it. As each student makes notes, they are seen by all other students in the course. Prof can also make and add notes, seen by all users everywhere who have the USB from UCoursePack.com. Price of course pack to students about \$20, ~ half of paper copy.
9. *Speeches*—Keynote speaker at CEED conference in Halifax in Oct. 2009. Career Centre Speech for Entrepreneurship Challenge: “Personal Financial Habits and Creditor Proofing Yourself”. Moderator, Alumni Event, Toronto October 26<sup>th</sup>, 2006—“Getting the Business Model Right”. Approximately a dozen speeches per annum in connection with Telfer.
10. *Entrepreneurship Club*—Judge at Elevator Pitch Comp.
11. *Promotion*—appear in several classes in Fall 2009 to promote entrepreneurship program including: Career Centre Entrepreneurial Challenge, Entrepreneur Club’s Business Dinner, Entrepreneur Club’s Elevator Pitch Competition, Business Model Competition and Wes Nicol Competition plus Entrepreneurial Mind, Introduction to

Entrepreneurship, Strategic Management, Enterprise Resource Planning, Marketing Strategy, ADM 3318 International Business and a number of engineering courses.

12. *Blog*—EQJournal.org focuses on entrepreneurship, especially self-capitalized startups: Business Modeling, Guerrilla and Social Marketing, Self Capitalization and Bootstrapping, Value Differentiation and 'Pixie Dust', Ethics, Future Vision and Technology, 25 Steps to Business Success, Guerrilla Marketing Research, Pricing as an Art, IRR, Development Economics and Entrepreneurship, Micro Capital Lending, Customer Service, Creativity and Value, the Internet, Investing, Value Proposition, Branding, Productivity, Entrepreneur Skill Set, Intrapreneurs and Intrapreneurship, Personal Business for Life, PB4L, Intellectual Property, Financing, Human Resources, Negative Cost Value Proposition, Product Management, Marketing, Leverage, Asymmetric Information, Cash Conversion Cycle, CPM, Sponsorship, Venture Capital.



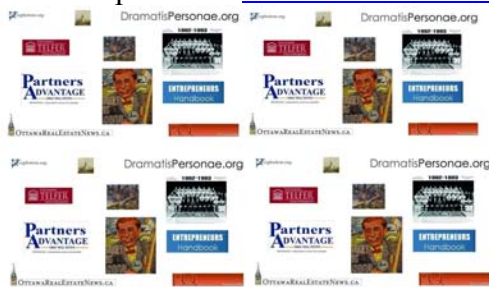
13. *Mural arts program*— <http://muralarts.ca/>.

[www.MuralArts.ca](http://www.MuralArts.ca)

14. *Media and Linkages*—Interviews with Mark Sutcliffe and A-Channel. Appearance on expert panel with Janet Eastman, Rogers 22. Partnership with OBJ, Ottawa Business Journal, for the Bootstrap Awards. Contributor to OBJ and Ottawa Citizen. Interviews with CBC, CBO, National Post, Globe and Mail and others. Links to TON, The Ottawa Network and the Code Factory.

15. *Office Hours*—office hours (Wednesdays p.m.) Desmarais 5132.

16. *Mentoring*—developed conventional and non-traditional network of mentors for student entrepreneurs: [www.Twitter.com/OC67](http://www.Twitter.com/OC67) and [www.Twitter.com/ProfBruce](http://www.Twitter.com/ProfBruce).



17. *Developed Speakers Series*—Magic from a Hat lectures: Entrepreneurship and the Sports Business (Feb. 24, 2010). Ted Wagtstaff, Lecturer, Algonquin College,

Founder, The Wagstaff Group, VP, Kangaroo TV. Case studies: Combat Sports (formerly Ballistik Hockey), Greco Lean and Fit, Ottawa Marathon + Mont Cascades and Pro Slide/Ottawa 67s/ Wilderness Tours and Mount Pakenham. Turn Selling Into Buying: Mr. Trevor Wilkins, Scotiabank Place, Feb. 9, 2010. Others.

18. *Learn By Doing*—developed a practicum based on the Babson College model. Student entrepreneurs develop biz models and launch enterprises—both for-profit and NFP. [www.LearnByDoing.ca](http://www.LearnByDoing.ca).

LEARN BY DOING.CA

19. *ECQ Test*—to measure entrepreneurial ability:  
[http://www.dramatispersonae.org/ECQTest/ECQ\(ns\)TestAuto.htm](http://www.dramatispersonae.org/ECQTest/ECQ(ns)TestAuto.htm).
20. *BMG, Business Model Generator*—online utility:  
<http://www.dramatispersonae.org/bmg/>.
21. *Business Model Scoring Test*—online utility:  
<http://www.dramatispersonae.org/BusinessModels/BusinessModelScoringTest.htm>.
22. *Guerrilla Marketing Test*—online utility:  
<http://www.dramatispersonae.org/GuerrillaMarketingAndFinance/BMGGuerrillaMarketingTest.htm>.
23. *CCC, Cash Conversion Cycle*—measurement tool:  
<http://www.dramatispersonae.org/BusinessModels/CashConversionCycleMeasurement.xls>
24. *Launch of Entrepreneurship Concentration*—Telfer SOM:  
<http://www.uottawa.ca/academic/info/regist/calendars/programs/686.html>.
25. *Student Entrepreneur Tools*—access to free Shopify.com accounts and free Eseri.com accounts.
26. *Foundation for Entrepreneurship*—Explorim.org royalty program developed.
27. *Tracking Student Entrepreneurs*—Explorim.org.

**B) Under development:**

1. *Integrate*—ADM3396 Entrepreneurial Culture and ADM3313 Entrepreneurial Mind: New Venture Creation into one year program. Add AMD3396 to Entrepreneurship Concentration:  
<http://www.uottawa.ca/academic/info/regist/calendars/programs/686.html>.

2. *Fundraising*—Named Professorship in Entrepreneurship: goal to raise \$1 to \$1.5 million.

**C) Original objectives:**

The School of Management would like to appoint Dr. Bruce Murray Firestone as its first Entrepreneur in Residence.

In the context of this appointment, Dr. Firestone will be involved in several activities related to development of a stronger focus on entrepreneurship at the School and the integration of those efforts into the surrounding community. A draft proposal is attached.

In particular, he will:

- Help us to design and deliver an undergraduate concentration in entrepreneurship that could also be open to students in other Faculties.
- Contribute to the development of entrepreneurship related tools and teaching materials.
- Guest lecture in entrepreneurship courses and bring other speakers of note to the School as well.
- Work with faculty and students in the development of a research program on entrepreneurship and enterprise growth.
- Provide support to the School's fundraising campaign to establish a formal centre in this area.
- Develop a Business *Model* Competition for students, the first of its kind and different from Business *Plan* Competitions in that the focus is on the engine of the business—i.e., the relationship between the business, its clients and its clients' clients as well as its suppliers together with a marketing dimension that concentrates on how to effectively acquire new clients.
- Contribute to networking and tracking of entrepreneurs who graduate from the School together with an annual Awards ceremony for outstanding achievement.
- Consider the formation of a Foundation or other method of supporting entrepreneurs and entrepreneurship not only within the School but also in LDCs.
- Bring 11 years of teaching experience and over 20 years of entrepreneurial endeavours to the School by (separately) teaching courses such as Entrepreneurial Culture, devoted to creating self-actualizing, successful entrepreneurs or Real Estate Development for Entrepreneurs.

The appointment would be for a period of 2 years, commencing May 1<sup>st</sup>, 2006 and is renewable.

**D) Writings and research as Entrepreneur-in-Residence ([www.EQJournal.org](http://www.EQJournal.org)):**

[New Form of Financial Capital](#)

[Engineering Ethics](#)

[Don't Trade in Your Old Suit \(Yet\)](#)

[Hangman: Fast Selection of a Winner in a Public Space](#)

[The Impeccable Warrior and the Life of an Entrepreneur](#)

[Ten Reasons People Stay \(or Come Back\) to Ottawa](#)

[Turn Selling Into Buying](#)

[Deal Structure, Deal Flow and Bootstrapping It](#)

[Can You Tell Me the Way to ... ?](#)

[Intrapreneur Gets Promoted](#)

[Social Media—Blah, Blah, Blah](#)

[Negative Cost Selling and the Pro Sports Team](#)

[Putting Your Website On The Map](#) (Guest)

[The Complete Business Model](#)

[The Project Wonderful Launch](#)

[The Internet Revolution and the Business Model](#)

[Secrets to Attracting and Keeping Clients](#)

[Guerrilla Marketing Basics](#)

[The Seven Measures of Business Success](#)

[What is Business Success and How to Achieve It?](#)

[ROI is Measured in Terms of CPMs and Engagement](#)

[Trade Credit/Supplier Credit](#)

[What's Legal versus What's Right](#)

[Want to be a Better Leader, Manager, Business Person and Human Being?](#)

[Building Orientation](#)

[2-D and 3-D Business Modeling](#)

[Why What Would Google Do is Wrong](#)

[Idle Time versus Money](#)

[Why a Local Foundation Should Own its Own Real Estate](#)

[How a Not-For-Profit Learned How to Raise \\$2m in Less Than 10 Minutes](#)

[Don't Be Afraid to Make the First Move](#)

[Firestone's Three Laws of Power Selling](#)

[Why Businesses \(Really\) Fail](#)

[Santa Ages](#)

[World Partnership Walk](#)

[The Worst Sports Collectible Ever](#)

[Creditor Proofing](#)

[Why Teams don't Work in the REALTOR Space](#)

[Lack of Creativity is Hurting Chartered Banks](#)

[How to Measure the Value of Earned Media \(Guerrilla Marketing, GM\)](#)

[A Joke for Your Kids \(G, for General Audiences\)](#)

[A Product Manager's Fatal Mistake](#)

[Profession to Watch for in the 21st Century: Curator](#)

[Negative Cost Selling and Bootstrap Capitalization](#)

[Two Nation-States](#)

[Home Staging in a Commercial Setting](#)

[Urban versus Suburban](#)

[Warren Buffett's HR Strategy](#)

[Planning at Macro and Micro Scales](#)

[Definitions](#)

[Concessions are Where You Find Them](#)

[Should I Sell or Should I Hold?](#)

[Why Scotiabank Place Is Where It Is \(Part 2\)](#)

[Measuring the Value of Design and Creativity](#)

[Why Invest in Real Estate?](#)

[Why Large Companies Buy Cashflow Not Ideas](#)

[Negative Cost Selling](#)

[Should Every Person on the Planet Have a PB4L](#)

[Calculate the Real Rate of Return](#)

[N > 22](#)

[12 Things You Need to Know](#)

[Can You Hire an Entrepreneur to Work in Your Organization?](#)

[Productivity in the Digital Age—](#)

[Sponsorship Can be a Useful Form of Bootstrap Capital](#)

[Six Reasons to Call Your Independent Mortgage Agent](#)

[Two Sentence Explanation of a Value Proposition](#)

[Why Not Make it Nine?](#)

[Lessons from The Donald](#)

[1964 The Tribute Band and Guerrilla Marketing](#)

[10 Great Things That Happen](#)

[Medical Tourism](#)

[Negative Cost Selling—It's Everywhere](#)

[Identifying Risk Factors](#)

[Elevator Pitch Workshop](#)

[Work Less/Make More](#)

[How to Make a Great Elevator Pitch](#)

[Ten Things that Startups Forget to Do](#)

[Insider Trading and Insider Knowledge/Expertise](#)

[Natural Gardens](#)

[Metaverse Economics](#)

[Cheat Death](#)

[Good Corporate Citizen](#)

[Weather Forecasting and Quantum Effects](#)

[Negative Cost Selling: Jeff Hunt and the Ottawa 67s](#)

[Michael Jackson—Astute Business Person](#)

[Long From Writing](#)

[Bootstrap Capital—Reducing Capital Requirements](#)

[Business Ecology](#)

[An Alternative to Multi Res Real Estate Investing](#)

[Looking Back](#)

[Density Increases Property Values](#)

[Malcolm Gladwell Ottawa Appearance](#)

[Who Do You Want on the Bus?](#)

[Can you Create a World Class Org](#)

[Why Scotiabank Place is Where it Is](#)

[Buyer Agency](#)

[Value Proposition](#)

[Time Travel Explained](#)

[Private Sector Participation](#)

[Stock Market Investing](#)

[OMB Process](#)

[Negative Cost PR](#)

[Decisions, Decisions](#)

[Recurring Revenue](#)

[Timing the R. E. Markets](#)

[How To Get a JOB](#)

[Build and Hold](#)

[How to \(Not\) Get Elected Student President](#)

[Kid Enterprise](#)

[Guerrilla Marketing Research](#)

[Sens & Playoffs](#)

## Guidance

Lawyers Lose Their Minds

Urban Dictionary

Sub-Prime Blame

Business Improvement Associations

The Morality of Capitalism

Why Study Entrepreneurship

OMB Hearings

Learning Events, Lost and YouTube

Body Clock and the Arizona Cardinals

New Business Model for a REALTOR

Why I enrolled for ADM 3396 (Guest)

It's How You Say It!

Decoy Pricing

Political Cover

Business Models Work

Co-opetition

If I Gave You a Million Dollars

Good Corporate Citizen

Yoga Moment

Hair, Makeup and Clothes

Discovery

Student Start-up

Two Wrongs

Michael Ignatieff

Negative Cost Labour

Are People Getting Dumber?

Practice, Practice, Practice

Deal-Killing Lawyer

CBS, ABC, NBC Should Give Up!

Win By Losing—At the OMB

The Environment—A Solution?

Why You Need a Professional Commercial REALTOR

More About Innovation

In Defence of Suburbia: Part II

Seller's Remorse

Truth/Smart Truth and Charlie Crist, Governor of Florida

Landlord Licensing is a Bad Idea

Speak the Truth, the Whole Truth, Frankly and Boldly

Value Proposition for a Residential REALTOR

Innovation and Survival

Conditional Probability and the Deal that Fails

Tag Lines

Want to get Something Done?

Leadership Versus Management

John McLellan, Former President, Bell Canada Speaks

Co-opetition: Airlines, Petrol Companies, Food Services, Home Builders, ... Hey Even Yahoo May Do It

New Source of Bootstrap Capital: Online Micro Loans

Is Debt Cheaper than Equity?

en bas les droits d'auteurs

Why You Should be Careful about Causality

Why You Should be Careful with Statistics: A Haiku

No Manager Has Time to Baby-sit Anymore

The Perfect Machine

What is the Value of Lunar Real Estate?

Haiku

Re-Thinking the Cell Phone

The Law and Ethics

[Social What?](#)  
[The Ten Most Important Things for a Startup to Do](#)  
[Truth/Smart Truth](#)  
[The World's Greatest Website—Bruce's Ten Rules](#)  
[Leadership Skills](#)  
[Lost in Space](#)  
[What is the Biggest Industry in the World?](#)  
[Investing in Real Estate with Little to No Money Down](#)  
[More About Self Capitalization](#)  
[Game Theory and Entrepreneurship](#)  
[<strong>Entrepreneurship as a Career Choice</strong>](#)  
[What should an Undergrad Entrepreneurship Program at a University look like?](#)  
[Why Entrepreneurs Worry](#)  
[Why Google is Eating the Universe](#)  
[Leave No One Stranded](#)  
[When is a Lien Useless?](#)  
[A Good Reason to Retire](#)  
[Why is Ottawa in 12th Place?](#)  
[The team that helped build a city](#)  
[Why Use Mortgage Brokers?](#)  
[Why the Sparks Street Pedestrian Mall in Ottawa Sucks](#)  
[What makes a person a "Professional"?](#)  
[Count Down To .500 Lifetime for the Ottawa Senators Hockey Club](#) (Guest)  
[The Best Partnership is No Partnership](#)  
[Really Bad URLs](#)  
[The Ideal Machine and Web User Interface: a Q and A](#)  
[Yoga and Injury Reduction on a NHL Team](#)  
[Logic has its Limits](#)  
[Non Linear Selling](#)  
[HR Professionals– How To Demonstrate their Value Proposition](#)  
[Why Realtors Should Increase Sale Prices](#)  
[How to Write a Thesis](#)  
[What's More Important? Good Execution or the Next Big Idea?](#)  
[Props to KFC—Great Guerrilla Marketing](#)  
[Exceptions to the Rule Make Bad Law](#)  
[Land Prices Indicate Land Shortages](#)  
[Democratic Abuse- Getting Rid of the OMB is NOT the Answer](#)  
[New Form of Online Payment System Gains Traction due to use of some Bootstrap Financing](#)  
[Customer Service is a PROFIT CENTRE.](#)  
[There are no Rules in Entrepreneurship](#)  
[Why Businesses Really Fail](#)  
[Factor of Production](#)  
[Coldwater Creek is a Great Example of a Bootstrap Startup](#)  
[Land Price Increases—the Real Underlying Cause](#)  
[Reverse Marketing by Wendy's](#)  
[Entrepreneurialist Culture Quotient online quiz](#)  
[Free Online Business Model Generator](#)  
[What is The Purpose of a National Economy? \(Part 1\)](#)

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