

# Supporting Startups at the Library

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Functional Specialists Liaison Forum, October 4, 2016



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# Three questions:

1. What I do to advance faculty teaching and/or research
2. What I want faculty to know about library entrepreneurship support
3. How I can help you (liaisons) as you engage in outreach to advance faculty teaching and research

# Three questions:

1. What I do to advance faculty teaching and/or research

# DID YOU KNOW?

U of T Library has tools and programs for student startups & entrepreneurs!

Space and equipment  
Orientation sessions  
Market research workshops  
Business databases and guides  
Graduate Professional Skills

Research commercialization  
Pitch competitions  
Business model templates  
Mobile app development  
Librarian consultations

Find more information online at  
[onsearch.library.utoronto.ca/entrepreneurship](https://onsearch.library.utoronto.ca/entrepreneurship)



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# Instructional support example: CSC Business of Software

**DCSIL**  
Department of Computer Science

 Computer Science  
UNIVERSITY OF TORONTO

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## Business of Software Programs

Fall 2016, Winter 2017

### Work Hard, Earn Course Credit, Build a Product

Submission deadline for the fall semester 2016: noon Wednesday August 24, 2016  
Submission deadline for the winter semester 2017: noon Wednesday November 2, 2016

Come to an information session at the [Department of Computer Science Innovation Lab](#)  
located in the [Gerstein Science Information Centre](#), 7 King's College Circle, 2nd floor

6pm Tuesday July 26, 2016  
1pm Wednesday July 27, 2016

- In-class orientation and mandatory workshops outside class time
- Follow up feedback on citation in second assignment
- Embedded reference support via email and Basecamp
- Market research question on midterm
- End of year judging panel for pitch competition

# Three questions:

2. What I want faculty to know about library entrepreneurship support

# Campus entrepreneurs are in your classrooms

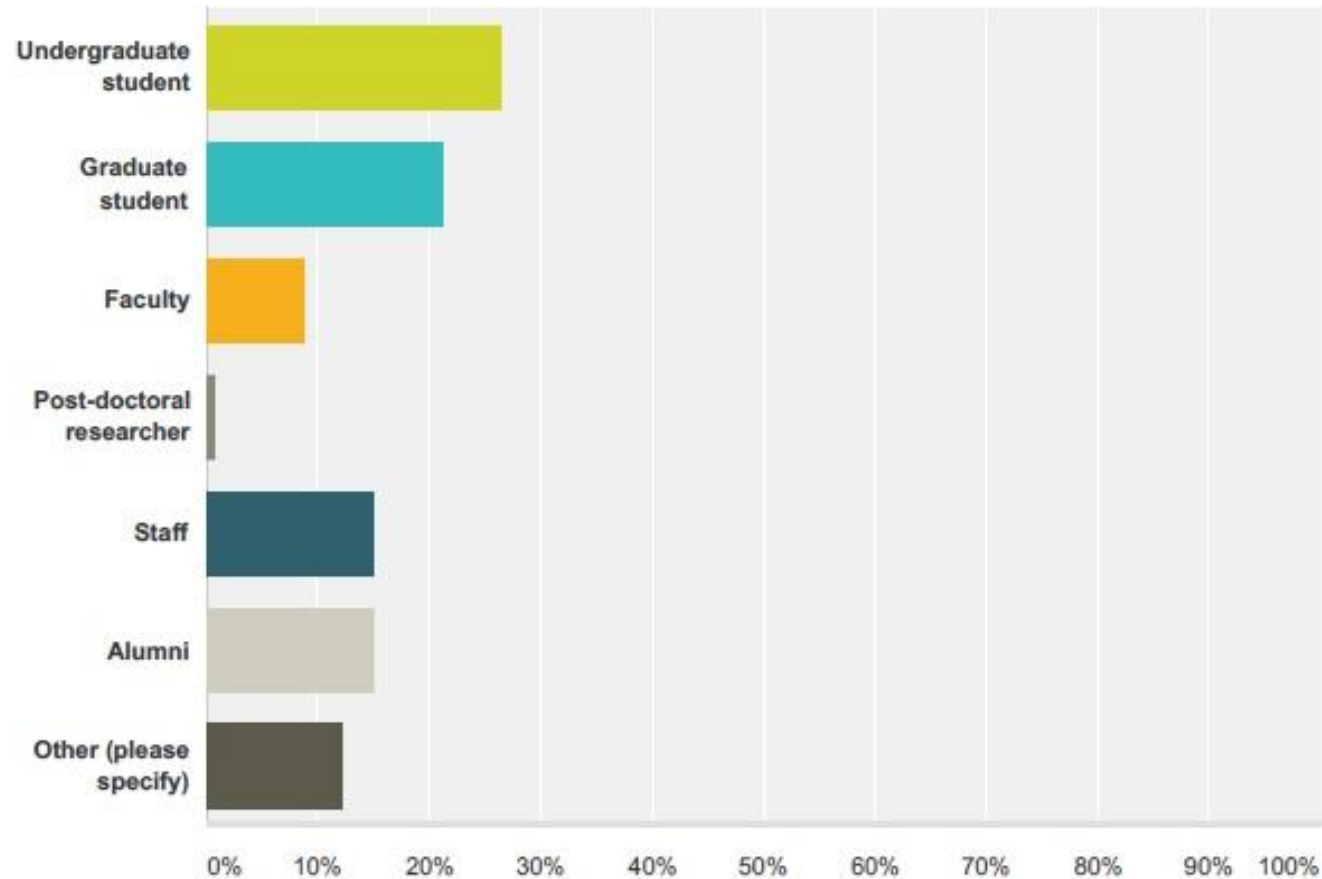
- 53 programs represented (from anthropology to sustainability management)
- 34% enrolled in an entrepreneurship course now or in past 12 months
- 14% current or past instructors, advisors, or mentors
- 76% currently developing a venture or commercializing research
- Healthcare top industry sector for startups

*Based on original research surveying 100+ U of T campus entrepreneurs, conducted by H. Kula and myself, April-Sept 2016*

# And in your departments

Q1 Please select your primary role at U of T.

Answered: 113 Skipped: 0





# The library can support them

- Support faculty and student startups
  - Market research resources and support
  - Open library [workshops](#) for everyone on campus
- Support entrepreneurship and new venture creation courses on all three campuses
  - Online [guides](#) & resources
  - Reference and consultations
  - Instructional support
- Refer to offices on and off campus including [IPO](#), [BBCIE](#) and [others](#)



And the one URL you need to find it all

<https://onesearch.library.utoronto.ca/entrepreneurship>

# Three questions:

3. How I can help you (liaisons) as you engage in outreach to advance faculty teaching and research

# Three questions:

## 3. How I can help you (liaisons) as you engage in outreach to advance faculty teaching and research

- In every department there will be one faculty whose ears perk up when you mention entrepreneurship – and their numbers are growing
- But they are often hard to identify

# Entrepreneurship outreach toolkit

To start conversations with faculty, I have prepared a toolkit of materials about entrepreneurship support at the library.

Available via UTL Librarians Blog (with thanks to Rita for hosting)

- Includes:
- PPT [slides](#) and [widescreen](#) slides
- PDF [posters](#) and [flyers](#)
- Digital screen [vertical](#) and [horizontal](#) files

Is there something missing that you need? Please let me know!

# What happens next?

- As liaison it's up to you to consult with faculty and determine how we work together
- Online guides are available for all to use on a self-serve basis
- I can provide passive or active online or in-person support for faculty or students if needed
- Often I co-teach with liaisons or students can be directed to open workshops
- Startups outside course work can be referred to me to support market research queries

# Thank you!

*I'm sorry I wasn't able to attend the forum in person. You're welcome to contact me with any questions.*

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