Supporting Startups at the Library

Carey Toane, Entrepreneurship Librarian
Functional Specialists Liaison Forum, October 4, 2016
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
Instructional support example: CSC Business of Software

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