

Idea to Impact: 21st Century Innovation Experience Program

Explore entrepreneurship at one of
Canada's top innovation universities!

The Idea to Impact: 21st Century Entrepreneurship Experience at the University of Waterloo is a 4-week immersive program for entrepreneurially-minded students. Delivered jointly by the Conrad School of Entrepreneurship and Business and Renison University College, the program takes place in the city of Waterloo, Ontario - Canada's most vibrant and thriving innovation and entrepreneurial community - home to companies like ApplyBoard, eSentire, Vidyard, Arctic Wolf, Blackberry, Google and many more!



Explore the Waterloo entrepreneurship, innovation, and tech ecosystem through trips and guest lectures



Engage with specialists in the fields of entrepreneurship and education



Live on campus and participate activities, events, and excursions

Idea to Impact is designed for individuals who are:



looking to build 21st century and entrepreneurial skills



excited to engage in an entrepreneurship, innovation, and technology ecosystem at a Canadian university



entrepreneurial-minded, curious, and passionate about learning in a challenging 4-week program



The University of Waterloo is in the

TOP 1%
of universities in the world
(Centre for World University
Rankings 2025)

#1 university in Canada
for startup founders

(Pitchbook University
Rankings 2024)

Rocio, past student



“This program has actually changed how my mind thinks and goes through situations —not only for the program or the final pitch, but also in how I see the world and how people relate, speak, and engage with each other. It’s made me really aware that each individual has a unique personality and how that can be used effectively toward a common goal.”

What will you learn?



WEEK 1 Problem identification

Introduction to sustainable development goals, innovation ecosystem tour, foundations of entrepreneurial practice



WEEK 2 Problem Analysis/Market Validation

Cultural frameworks, research skills, designing for social ventures



WEEK 3 Business Model Canvas

Entrepreneurial strategy, dimensions of creativity and importance of failure, communicating business models



WEEK 4 Pitch Competition

Entrepreneurial financing, presentation skills, perfecting your pitch

NOTE: Individuals must have a CEFR level of B2 or higher to participate in the program.

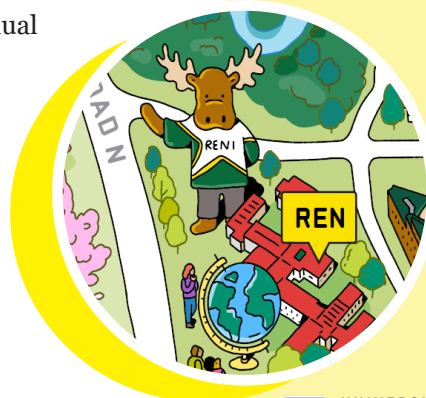
Fees and dates



Dates and fees are subject to annual planning. For more information, please visit our website.

Get social!

- renisonexperience
- renisonglobal
- renisonglobal
- renisonvideo



1 on 1

support through meet-ups
with your Peer Leaders

Accommodation and student experience

Practice your skills outside the classroom through a variety of immersion trips and activities.

- Canada’s Wonderland bus trip
- Niagara Falls bus trip
- SDG Idea Factory visit
- Welcome bonfire
- Communtech visit
- Karaoke night
- Canadian Trivia night



Residence: Get involved in our vibrant student community!

Benefit from Renison’s small, family-like residence community, including an all-inclusive meal plan, spacious accommodations, and student lounges!



Access a variety of supports

Connect with our team of peer leaders, residence Dons, inclusion coordinators, and student experience staff.

Contact us

Have questions?
Connect with our team:

renison.ip@uwaterloo.ca