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MEDIA RELEASE

SFU innovators showcase next bright ideas at Opportunity Fest

Surrey's campus to host annual event March 26, highlighting entrepreneurial collaborations across campus

March 25, 2015

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Billed as a marketplace-style festival of creativity, the fifth annual Opportunity Fest is coming to Simon Fraser University's Surrey campus on Thursday, March 26 from 5:30-9 p.m.

Hosted by the Beedie School of Business, this year's event is open to innovators and entrepreneurs from across the university, highlighting collaborations in innovation at SFU, and in particular, at SFU's Surrey campus.

The event showcases student products, prototypes, business plans and ventures to the wider community. Judges from industry, academia and the wider community will engage with student teams, evaluate their ideas and award a number of cash and gift prizes in a variety of categories.

"Innovation happens when worlds and talents collide," says Sarah Lubik, director, Technology Entrepreneurship@SFU and a Beedie School lecturer. "Increasingly, SFU's entrepreneurship offerings include student teams with members from nearly every faculty and a wide range of exciting projects, including drones for use in the agricultural sector, an educational babysitting service matching retirees with young children, a co-founder 'dating' service for entrepreneurs and a 'maker-space' concept to encourage innovation in Surrey."

A variety of categories allow SFU to celebrate the diverse range of innovations and include:

- Most impactful solution: innovations that are attempting to address social or sustainable issues
- Most innovative technological solution: innovations applying new or improved technological solutions
- Most investable opportunity: projects that will create revenue and have a feasible business model
- Mr. and Ms. Opportunity: The most engaging student presenters will receive the title and a networking lunch with industry judges
- Entrepreneurs Choice
- A showcase of "Junior Innovators" from Fraser Heights Secondary.

The project best demonstrating a dedication to economic, social and environmental impact will also win VanCity's Grand Prize in Triple Bottom Line Innovation.

As Canada's engaged university, SFU is defined by its dynamic integration of innovative education, cutting-edge research and far-reaching community engagement. SFU was founded almost 50 years ago with a mission to be a different kind of university—to bring an interdisciplinary approach to learning, embrace bold initiatives, and engage with communities near and far. Today, SFU is a leader amongst Canada's comprehensive research universities and is ranked one of the top

universities in the world under 50 years of age. With campuses in British Columbia's three largest cities—Vancouver, Surrey and Burnaby—SFU has eight faculties, delivers almost 150 programs to over 30,000 students, and boasts more than 130,000 alumni in 130 countries around the world.

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