



## Final Report 2007

Whereas, The Entrepreneur was founded on the thirteenth day of September in 2006; grew to comprise eighteen members, including three executives; and was awarded a munificent fiscal allowance, it is with gratitude and privilege that its endeavours are presented.

**The Entrepreneur**  
**Marianopolis College**  
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**5/14/2007**

## Our Mission

The Entrepreneur began as an idea. It was an idea embraced by a small number of students with an ambition that shadowed their means to achieve it; it was an idea to take the classroom one step further. Through the venture, executives who struggled with policy and communication were met with questions of numbers and dollar signs. Rightfully so. But the questions they most wanted to answer were about the collective future of our education. They wanted to answer how we could turn a tradition of excellence into a future that would rival its past.

Any student will attest that some of the greatest lessons are learnt outside the classroom. But that does not mean a school is powerless to teach them; it means that a school must immerse itself in student life; and it means that a school cannot limit itself to textbooks and chalkboards. The idea of The Entrepreneur was not to form a club, nor turn in a profit; it was to beseech of the College to sponsor a large-scale entrepreneurial competition, supported by commerce and business related courses. It was an idea founded in the interest of fostering the entrepreneurial spirit; of providing an opportunity for students to grow in the course of their education; and of creating more ready, more eager, and more confident graduates of Marianopolis College.

A handwritten signature in black ink, appearing to be "M. J. M.", with a long horizontal line extending to the right.

## Executives and Members

<b>Michael Brulotte</b>	<i>General Manager</i>
<b>Anum Siddiqui</b>	<i>Chief Executive Officer</i>
<b>Steven Caluori</b>	<i>Accountant</i>

Andrei Sabau	Cynthia Girard	Mathiew Gagnon
Andrew Crisan-Tripa	David Lodico	Mo Li
Arzu Chaudhry	Dianna Heckler	Nadia Cassis
Barb Evans	Jonathan Lai	Ryan Lincoln
Cong Di	Maggie Wang	Vera Zabeida

## Brief History

The roots of what is now known as the Student Stock Exchange (SSX) began over a decade ago at Loyola High School with the vision of professor Francis Scardera who sought to transform the learning of economics from a textbook study into an interactive experience. From that idea, the competition grew throughout the city of Montreal and onto the World Wide Web at [www.ssx.ca](http://www.ssx.ca), fostering a total of 214 companies since 1995.

The Student Stock Exchange competition is an educational mission wherein, for the latter half of their economics classes and for approximately half of their final grades, students from many Montreal high schools form companies selling goods and services. The companies are subject to law and must independently raise capital by selling shares at a designated stock market and by seeking corporate sponsorship. Ultimately the companies determine what percentage of their profits will be returned to their shareholders and what percentage will be donated to charity. The split is usually at par.

With this strong history in mind, and with the encouragement of Mr. Christian Corno in 2005, Marianopolis became the first College to recognize the benefits of the Entrepreneurial endeavour and to foster the beginnings of a Student Stock Exchange.

## Finance Summary

### Allocated Budget

<b>Plan for Success</b>		
<b>Total</b>	<b>\$1000.00</b>	<i>recommended for capital</i>
<b>Student Congress</b>		
<b>Term 1</b>	<b>\$150.00</b>	<i>reserved for advertising</i>
<b>Term 2</b>	<b>\$200.00</b>	<i>reserved for capital</i>
<b>Total</b>	<b>\$350.00</b>	
<b>Marianopolis ITS</b>		
<b>200 Pages</b>	<b>\$20.00</b>	<i>calculated for monochrome</i>

### Expended Budget

<b>Plan for Success</b>		
<b>Clothing</b>	<b>\$492.88</b>	<i>from USD \$412.80</i>
<b>Clothing Shipping</b>	<b>\$121.60</b>	<i>including customs tariffs</i>
<b>Poster Shipping</b>	<b>\$17.13</b>	
<b>Total</b>	<b>\$631.61</b>	
<b>Student Congress</b>		
<b>Term 1</b>	<b>\$90.48</b>	<i>for two posters (excluding shipping)</i>
<b>Term 2</b>	<b>nil</b>	
<b>Total</b>	<b>\$90.48</b>	
<b>Marianopolis ITS</b>		
<b>200 Pages</b>	<b>\$10.00 ~</b>	<i>calculated for monochrome</i>

### Revenue

<b>Tops – for him</b>	<b>\$42.00</b>
<b>Tops – for her</b>	<b>nil</b>

## Development Report

1. The Entrepreneur began with three core members eager to engage innovative ways of gaining business experience in a real-world setting. Interestingly, none of the three was a commerce student.
2. The group applied for official recognition as a Marianopolis club and advertised to recruit members with flyers and a poster of its soon-to-be logo.
3. Upon receiving official recognition, the club applied for a \$400 budget from Student Congress, of which \$350 was approved for supplies purchasing and advertising, divided into \$100 and \$250 partitions for each respective term.
4. The Entrepreneur was approached by the Marianopolis Plan for Success Advisory Group for support under the Plan for Success. The Entrepreneur welcomed the opportunity and requested \$960 in funding to which \$1000 was granted.
5. The Entrepreneur founded MarianApparel, a Marianopolis clothing company with the slogan "Be Proud." The newly-founded company began searching for suppliers and started discussions for a worthy charity to which profits would be donated.
6. MarianApparel spent \$492.88 on clothing and \$90.48 on Advertising materials, excluding bulk brochure printing provided by Marianopolis Information Technology Services.
7. MarianApparel began selling products during Activity Period in the Student Lounge, at the Rose Window, and via personal connections. The apparel marketed for male consumers sold at discounted prices; the apparel marked to females did not sell.
8. Proceeds were donated to CAREH, an organization dedicated to educating African adolescents about sexually transmitted diseases such as HIV/AIDS. CAREH is located in the Republic of Cameroon in Central Africa and works partially from offices in Montreal.

## Advertising Materials [Brochure]



**Advertising Materials** [Poster]





## Order Summary [spreadshirt.com]

Order Date: 25.01.2007  
Order-ID: 182787-191811

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4 x                      \$ 9.90    \$ 39.60  
**Men - Lightweight cotton T-Shirt**  
Product ID: 2074621-0  
Size:    M  
Color:   white

4 x                      \$ 9.90    \$ 39.60  
**Men - Lightweight cotton T-Shirt**  
Product ID: 2074622-0  
Size:    L  
Color:   white

4 x                      \$ 9.90    \$ 39.60  
**Men - Lightweight cotton T-Shirt**  
Product ID: 2074623-0  
Size:    S  
Color:   white

1 x                      \$ 9.90    \$ 9.90  
**Men - Lightweight cotton T-Shirt**  
Product ID: 2074624-0  
Size:    XL  
Color:   white

2 x                      \$ 9.90    \$ 19.80  
**Men - Lightweight cotton T-Shirt**  
Product ID: 2074625-0  
Size:    S  
Color:   black

2 x                      \$ 9.90    \$ 19.80  
**Men - Lightweight cotton T-Shirt**  
Product ID: 2074626-0  
Size:    M  
Color:   black

2 x                      \$ 9.90    \$ 19.80  
**Men - Lightweight cotton T-Shirt**  
Product ID: 2074627-0  
Size:    L  
Color:   black

1 x                      \$ 9.90    \$ 9.90  
**Men - Lightweight cotton T-Shirt**  
Product ID: 2074628-0  
Size:    XL  
Color:   black

2 x                      \$ 17.90    \$ 35.80  
**Women - Spaghetti Strap Tank**  
Product ID: 2074629-0  
Size:    S  
Color:   black

2 x                      \$ 17.90    \$ 35.80  
**Women - Spaghetti Strap Tank**  
Product ID: 2074630-0  
Size:    M  
Color:   black

2 x                      \$ 17.90    \$ 35.80  
**Women - Spaghetti Strap Tank**  
Product ID: 2074631-0  
Size:    L  
Color:   black

2 x                      \$ 17.90    \$ 35.80  
**Women - Spaghetti Strap Tank**  
Product ID: 2074632-0  
Size:    S  
Color:   light pink

2 x                      \$ 17.90    \$ 35.80  
**Women - Spaghetti Strap Tank**  
Product ID: 2074633-0  
Size:    M  
Color:   light pink

2 x                      \$ 17.90    \$ 35.80  
**Women - Spaghetti Strap Tank**  
Product ID: 2074634-0  
Size:    L  
Color:   light pink

**Sum Total**                      **USD \$412.80**

## Order Summary [ePingo.com]

Thank you for shopping at ePingo.com. We appreciate your order and will work hard to make shopping at ePingo a fun and rewarding experience. Your order appears below. If you have any questions concerning this order please contact customer service at support@epingo.com or by calling 800.367.5642 during our office hours, Monday through Friday, 9 am to 6 pm, Pacific time. Order #: 6822

Poster

2 Pieces (Quantity 2 x Pictures 1)

Quantity Discount: \$8.33

Size: 30" x 40"

Media Type: Economy TR Matte

Pictures:

Banner.jpg

Payment Type: Visa

Date of Order: Friday 29 December 2006

Phone: 514-236-9415

E-mail: mike.brulotte@gmail.com

Subtotal: \$74.98

Design: \$0.00

Expedite Fee: \$0.00

Shipping Cost: \$15.50

Shipping Method: FEDEX GROUND

Tax: \$0.00

**Total: \$90.48**

## Recommendations

While the club executives were enthusiastic through progress and adversity, it became apparent that without monetary remuneration or grades at stake, there was no motivation among the club members, despite frequent updates, regular meetings, and positive reinforcement.

Evidently, if Marianopolis is to continue in the attempt to encourage applied knowledge among its students, one of the two incentives must be implemented. The College may either include the entrepreneurial project as curriculum in some of its commerce courses, or refer back to Timothy 6:10 and read that “*love of* money is the root of all evil,” not *money* as such, and consider a policy revision in the interest of education.

Indeed, Loyola High School and John Abbot College are presently using the monetary remuneration option with great success; the former, raising an annual average of over \$1000 for shareholders and charity and the latter, using the project to fund excursions for its football team.

Further, the history of the project has proven that two things will always make profit: food and sex. Of course, while the College is not mandated to condone either, its policies vis-à-vis both are strictly prohibiting. The former is hindered by a conditional one-day selling period based on the monopoly agreement with Chartwells, and the latter, by an arcane mentality and Student Services.

Finally, while the ability of students to administer the project should not be underestimated, it would be beneficial to have a parallel faculty coordination team to facilitate policy-related negotiations, to increase the stability of the project’s structure, and to enhance its image as an authoritative enterprise.

## **Acknowledgment**

The Entrepreneur, its members, and executives sincerely thank the Plan for Success Advisory Group for its generous support and contribution, without which the endeavours herein expressed would have hardly been possible. The Entrepreneur is indebted particularly to Mary Allen and Christian Corno who sought out the opportunity to support a student venture and stood by its side.