

# Ivey Entrepreneur

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## Supports Health: A big venture inspired by personal pain

*Despite the growing visibility and acceptance of mental health issues, the family or friends who provide a bulk of the support to those struggling from depression and anxiety appear to be forgotten by the healthcare system. Who is providing them the support and education to be effective in their role and safeguard their own wellbeing? The answer is very few. Morgan Rosenberg, an HBA '15 and participant in NEXT Canada's "NEXT 36" program, is striving to change that with his venture, Supports Health.*

In 2015, life was falling into place for Morgan Rosenberg. He was months away from finishing his Ivey HBA and had met someone special.

However, he soon discovered that his partner was struggling with depression and anxiety. Out of the blue, Rosenberg had to transition to being her primary caregiver. With little support, education or training, Rosenberg's health started to deteriorate and he developed depression himself.

It took him over a year to recover fully with professional help. He soon realized



that his ordeal was not a unique story to the millions of family or friend caregivers who support loved ones suffering with depression and mental health issues. Statistics show that 36% of these

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## InstituteBuzz



InstituteBuzz  
By **Eric A. Morse**  
Professor and Executive  
Director, Pierre L. Morrisette  
Institute for Entrepreneurship

**While much of the university winds down during the late-spring and summer, we've had a fascinating dance card at Ivey Entrepreneurship.**

This spring, we held the 15<sup>th</sup> edition of the QuantumShift™ program, which has hosted over 600 of Canada's top high growth entrepreneurs. It is a tremendous achievement to see how far the program has come and it's always one of my personal highlights of the year. Its success has fueled a number of other great executive programs such as FamilyShift™, and the Business Development Bank of Canada's Growth Driver Program, both of which will be hosting their 2<sup>nd</sup> editions this year.

I've also been deeply engaged with our Disruption Initiative, where we've met with business leaders and entrepreneurs from around the world to understand how they are adapting to our fast changing world. While we plan to reveal our insights later this fall, we have been sharing our initial findings at [ivey.ca/disruption](http://ivey.ca/disruption)

Lastly, over the past two years, we've been working closely with partners at Western University to bring entrepreneurship across campus. That work has yielded some interesting programs like **Graduate Student Innovation Scholars**, the **Western Accelerator** program, as well as a faculty ambassador program for entrepreneurship across departments. We are also teaching design thinking and new venture creation across campus.

In recognition of our progress, I have been appointed as a **Special Advisor to the President and Director of Entrepreneurship at Western University**. I will continue to run the Morrisette Institute but am looking forward to greater collaboration, both within Western and outside the university; what are the partnerships and alliances we can create to help move entrepreneurship forward at Ivey, Western and Canada in general.

It's fair to say that we are looking forward to another exciting year.



Pierre L. Morrisette  
Institute for Entrepreneurship

## HEALTH CONTINUED FROM P.1

caregivers develop some form of illness, usually depression. Many of them, like Rosenberg, are thrust into being a caregiver without warning, with little training or necessary support.

"It's not just about being a caregiver, it's about doing what you need to do for the person you love," said Rosenberg.

### A handheld a solution

Rosenberg was not satisfied with being a statistic in a system he believes is fundamentally broken. Armed with his first-hand experience, and an entrepreneurial background, he set out to find a solution to provide support to the millions of caregivers across Canada.

And thus Supports Health was born, a company exclusively focused on supporting caregivers of loved ones with mental illness.

The company's first product is a mobile app, which will give information and professional advice for the family and friends of someone suffering with depression. Rosenberg is hoping to include AI curated context-specific resources, in some cases down to city, and secure video counselling with professionals, which will be particularly helpful to caregivers in smaller communities where they have little support. Rosenberg explains "we're bringing cutting edge research in tech and mental health to give tailored support at a global scale".

Supports Health will be focusing on direct B2C sales, which have proven successful with other mental health focused mobile applications such as BetterHelp, Big White Wall and Canadian company BEACON. The app will be based on the popular subscription model, with pricing yet to be determined. Similar app subscriptions in Canada and the U.S. range anywhere between \$70 to a \$180 a month.

While the app will be designed specifically for a Canadian context, the lack of support is a global problem to the 300 million caregivers who've taken up the role to care for their loved ones with depression.

### Building a business

Rosenberg and his team are currently in the development process of the actual app and are targeting a launch for this year. The current team includes three full-time summer staff and three contractors, all with a wide array of experience; from management consulting, and public relations to bio-chemistry. Rosenberg is also hoping to add a PhD student to continue strengthening their research on the topic. "We truly want to be a leader in caregiver support and the only way to do that is by increasing the body of research available," said Rosenberg.

Much of their progress thus far has been made possible through the initial funding they raised, mostly in London, Ontario with the help of grants and government support.

As they work towards the launch of the app, Rosenberg is hoping to secure a new round of seed funding from investors and alums interested in being part of the solution.

"Everyone knows that caregivers need support, everyone cares about the problem, but right now, the system is not setup in a way to support them," said Rosenberg, who is hoping to attract support from mission-driven investors who want to create real positive change for the family and friends behind those suffering from depression.

And while there's growing opportunity in the mental health space overall, Rosenberg is clear on the problem they are trying to solve and it's his personal connection and passion that elevates the venture.

"Personally, what has really helped me succeed is finding the problem that I really care about that no one is really tackling yet, and solving that. The first thing that we are going to be chasing down with all of our energy and empathy is really solving the problem for caregivers," said Rosenberg.

And it is a problem worth chasing.

**> If you are an investor interested in learning more, a researcher interested in this space, or a family or friend supporting someone with depression, you can contact Morgan Rosenberg at [morgan@supportshhealth.com](mailto:morgan@supportshhealth.com).**

# ENTREPRENEUR NEWS



## ^ CENTRE FOR ENGINEERING LEADERSHIP AND INNOVATION

Ivey Professor and John M. Thompson Chair in Engineering Leadership and Innovation Darren Meister, will be named the Director of the newly created Centre for Engineering Leadership and Innovation at Western Engineering. Meister's work across Ivey and Engineering has helped promote collaboration in entrepreneurship between the two schools. Meister is also a member of the Western Entrepreneurship Leadership Team.



## < IVEY BUSINESS PLAN COMPETITIONS

The Ivey Business School will bring together the best entrepreneurial teams from across North America and beyond to compete for a prize pool over \$40,000 on **January 25-26, 2019**. The weekend will include Canada's premier MBA business plan competition, the **21<sup>st</sup> Annual IBK Capital - Ivey Business Plan Competition** and the **3<sup>rd</sup> Ivey HBA Business Plan Competition**. For more information on how to get involved, contact [iveyentre@ivey.ca](mailto:iveyentre@ivey.ca) or visit [go.ivey.ca/iveybpcc](http://go.ivey.ca/iveybpcc)



## < DELOITTE ENTREPRENEURSHIP BOOTCAMP

Team GAEA won the June 2018 Deloitte Entrepreneurship Bootcamp with their reusable solar powered water bottle that not only tracks daily water intake, but also how many plastic bottles are being saved by its use. This data is tracked on a mobile application, which allows you to share your environmental savings with others. The bootcamp judges included Deloitte Canada's Gordon Sandford, MBA '99, and Tech Alliance's Riley Trottier, MBA '17, and Ubong Umoh, MSc '16.



# 15 years of QuantumShift™: Shifting Entrepreneurial Gears

by **Eric Morse**, Founder and Academic Director for the QuantumShift™ Program

*This year marks the 15th anniversary of the Ivey Business School's QuantumShift Program, which has helped more than 600 of Canada's best and brightest entrepreneurs drive their businesses to even greater success.*

Fifteen years in any life can seem like a long time. But when it comes to helping people better manage business environments, trends, and threats, it feels like epochs have passed since 2004, when I founded QuantumShift in partnership with KPMG Enterprise. Ever since, program partners have annually helped Ivey's **Morrisette Institute for Entrepreneurship** identify an elite group of 40 entrepreneurs to participate in a rigorous five-day developmental experience.

Back in the first year of the program, of course, the European Union was focused on managing expansion, not exits. In the United States, the second-term administration of George W. Bush actively supported free trade via bilateral and multilateral efforts, while Donald Trump (who still loved Saturday Night Live in 2004) was just starting to become a household name as host of a new reality TV show called The Apprentice.

For entrepreneurs, change has always been part of the equation. In fact, foisting change

on the rest of the market has repeatedly been key to entrepreneurial success. Nevertheless, as adroit as previous generations of business founders have been when it comes to dealing with (and taking advantage of) change, the changing pace of change is now a gamechanger.

As a result, PESTLE analysis has never been more important. The abbreviation stands for Political, Economic, Social, Technological, Legal, and Environmental factors. Dating back to **Scanning the Business Environment**, a 1967 book by Francis Aguilar that discussed understanding the environmental elements affecting an enterprise, PESTLE analysis has long been used to help formulate business plans and strategies. But in the past, depending on scale and sector, some entrepreneurs were able to ignore market factor analysis and successfully fly by the seat of their pants. Those days are done.

## **The unchanging factor**

What hasn't changed in the past decade and a half is the importance of talent.

During every year of QuantumShift, entrepreneurs in the program have rated acquisition and retention of talent as their number-one priority. This will remain true in the digital age. After all, when facing constant environmental uncertainty and disruption, people who are flexible, capable, hardworking, and learning-oriented are even more valuable.

Since 2004, I have had the pleasure of working with a long line of impressive QuantumShift graduates—ranging from Paul Antony, to Connie Clerici, to Peter Gustavson, to Joyce Usher-Mesiano and Dario Zulich—who have all taught me that Canada clearly has what it takes to compete on the global stage.

To stay ahead of a rapidly changing world, they have all committed to continuous learning. You should follow their lead.

**> To read the full article, please visit the Ivey Business Journal at [go.ivey.ca/qs15](http://go.ivey.ca/qs15)**

"I love entrepreneurs; I love working with them; I love to see them succeed. Entrepreneurs tend to be optimistic, action-oriented and passionate – and those are fun people to be around."

**ERIC MORSE**, IVEY PROFESSOR, SPECIAL ADVISOR TO THE PRESIDENT AND DIRECTOR OF ENTREPRENEURSHIP

# MORSE TAPPED TO LEAD CAMPUS ENTREPRENEURSHIP EFFORTS

*On July 1, 2018, Ivey Professor Eric Morse will assume the title of Special Advisor to the President and Director of Entrepreneurship at Western for a three-year term to grow entrepreneurship across Western University.*



"My 'why?' has always been to help others succeed," explained Eric Morse, Ivey Professor and Executive Director of the Pierre L. Morissette Institute for Entrepreneurship. "I love entrepreneurs; I love working with them; I love to see them succeed. Entrepreneurs tend to be optimistic, action-oriented and passionate – and those are fun people to be around."

Today, Morse finds himself charged with fueling entrepreneurial success across the entire campus after being named Special Advisor to the President and Director of Entrepreneurship at Western for a three-year term, effective July 1, 2018

He has served two tenures as the Executive Director of Ivey's Institute for Entrepreneurship, in the midst of which he has served in other senior administrative roles at Ivey including Associate Dean (Programs). Morse is also the founder and Academic Director for Ivey's QuantumShift™ Program.

"Cultivating an entrepreneurial culture at Western is an institutional priority," explained Janice Deakin, out-going Provost and Vice-President (Academic). "I am confident Eric's leadership will help our campus community make great strides in this regard."

Among his new responsibilities, Morse will lead the Western Entrepreneurship Steering Team (WEST) and Propel Entrepreneurship; serve as Chair of the WEST Entrepreneurship Group; take on shared supervision of the Director of Propel, alongside the Associate Vice-President (Student Experience); and work with Advancement to develop a sustainability plan for the Western Entrepreneurship ecosystem.

During the past two years, Morse's work with partners across Western has yielded programs like Graduate Student Innovation Scholar, which partners PhDs with Ivey MBAs to explore the commercial viability of technology developed at Western, and the Western Accelerator program, which provides a pathway to practice for students seeking to launch their ventures post-graduation.

> **To read more about this story, visit**  
<http://go.ivey.ca/westernentrep>