

Welcome to: EIB Night

The Entrepreneurship, Innovation &
Business (EIB) Program



Objective

Introduce the TFS EIB program and underscore how this program prepares students with the skills and leadership necessary for the real world of business

Night Agenda

01

Opening Remarks

Speakers: Mr. Urfels & Ms. Lowe

04

The EIB 2027

Speakers: Jonathan, Avani & Elif

02

Program Origin

Speaker: Josef Marshall

05

EIB Alumni

Speaker: Viona Ahmadi

03

Founder Spotlight

Speaker: Dr. Honey Ghods

06

Logistics & Closing

Speakers: Elif & Avani · Richard Cocq

Jean-Bastien Urfels

Head of School



Meet the TFS Foundation



Sunny Lowe

TFS Foundation Board Chair

Josef Marshall '25

Co-founder, EIB



Pilot year: 2026

65+

applications for
23 seats

95%

completion rate

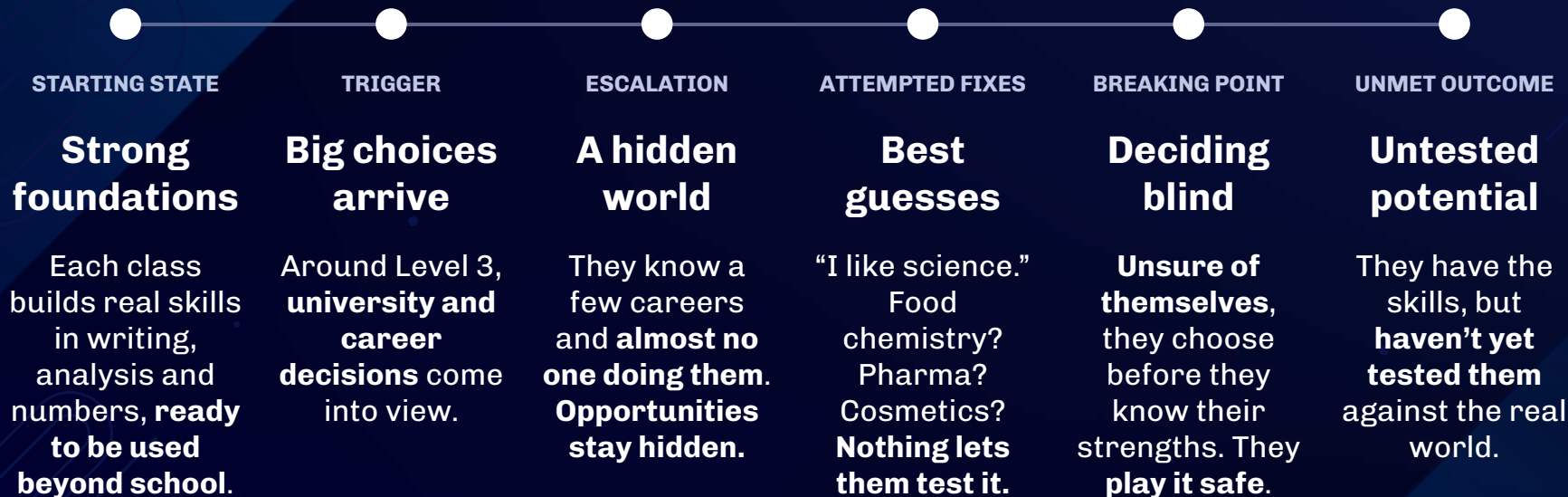
\$27K

invested in
prototyping and
prizes

We ended up with ventures from **tech** to **consumer goods**, and even **mental health**.



A student's path today



They're capable. EIB gives them a place to prove it.

From TFS to the innovation ecosystem

- A large ecosystem waits after TFS
 - Every major university runs an incubator: Western's Morrisette Institute, Queen's DDQIC, UofT's Hatchery, Waterloo's Velocity, Stanford's StartX and MIT's delta v
 - **Clubs, case competitions and incubators are where students find co-founders, mentors and first investors**
- EIB is a microcosm of a university program
 - The same method at high-school scale: mentors, a real venture, a pitch and funding
- EIB students arrive having already pitched, built and networked, so the skills they built at TFS carry straight over on day one.

Dr. Honey Ghods

GWT Oral Surgery, TFS parent

Dr. Ghods co-founded GWT Oral Surgery and leads it as CEO, after starting out in education research and policy. She brings a founder's view of building a healthcare business from the ground up.





The EIB 2027

Empowering the next generation's entrepreneurs

The whole picture

PROBLEM STATEMENT

High school students build strong skills in class but rarely get to test them on a real problem with real stakes, which means they reach graduation unsure how those skills carry beyond school.

OUTCOME STATEMENT

Students need a real venture of their own, built with mentors, to prove that **their work matters and that they can hold their own beyond school.**



Viona Ahmadi

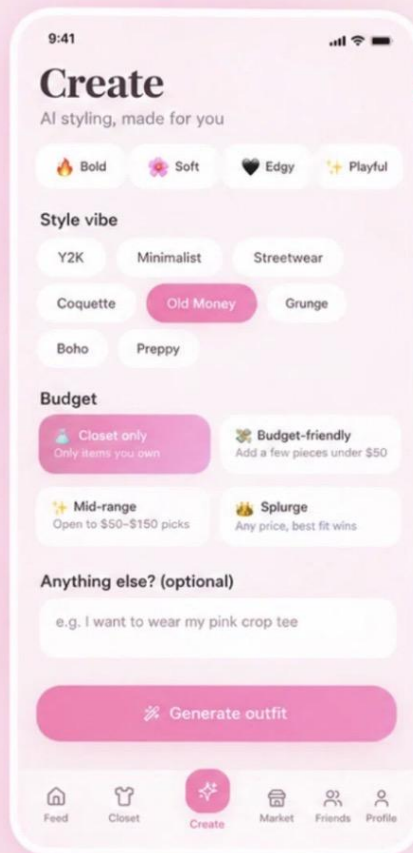
Founder of Stylo, EIB alumna, TFS student

Founder of Stylo, Viona graduated EIB's pilot cohort in 2026. Viona brings a unique perspective as a TFS student, EIB alumna and first-time founder who started EIB with no idea at all.

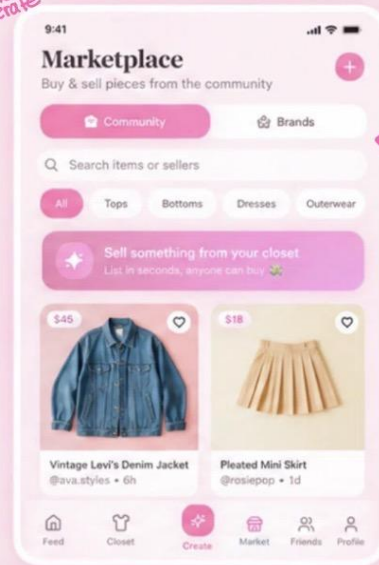
Stylo

Be You, Be Stylo.

Friends posting feed

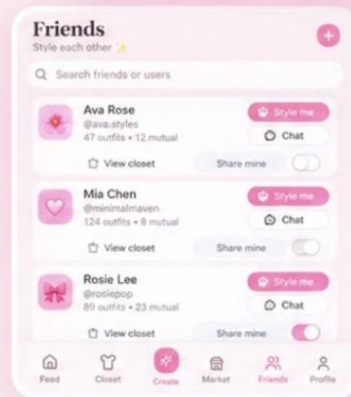
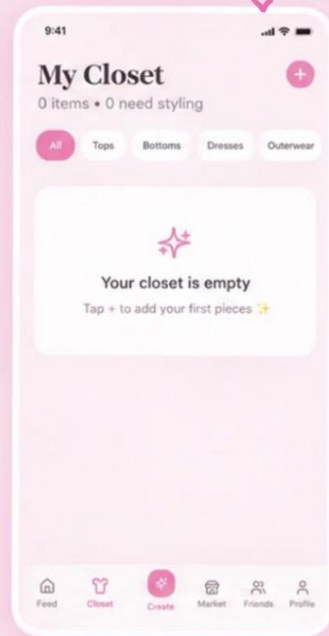


Create feature to help generate outfits



Sell stuff in closet straight from stylo

your closet organize



Style with friends

Built Like an Incubator

What students need to feel, and how the program delivers it

01

AGENCY

You own the venture

Pick the problem, define success, and make it yours from start to finish.

02

EXPLORATION

You see the options

Work with professionals across many fields and practice the skills they use, well beyond a coffee chat.

03

CONSEQUENCE

Your calls count

Make real decisions with real frameworks. Every venture pitches March 30, and the strongest earn funding.

04

COMMUNITY

Everything connects

Your classes, alumni, parents, and EIB's teaching meet in one venture.



Put together by students with entrepreneurship experience.



Lessons based on common student entrepreneurship challenges.



Validated by the economics faculty at TFS and alumni.



Key classes led by expert parents and alumni.

The Foundation of our Lessons

From Problem to Product

Sessions in **gold** are mentor-led.

1. Problem Identification
2. Problem Validation
3. Ideation and Solutions
4. Exit Strategy and What Success Looks Like
5. Building the MVP
6. Monetization and the Business Model
7. Legal Basics
8. Traction and Go-to-Market
9. Narrative Construction and Investment
10. Prototyping Day (physical)
11. Prototyping Day (digital)
12. Data Collection and Feedback
13. Value Extraction
14. Founder Journey
15. Pitch Refinement
16. Pitch Day

Same number of mentors as last year. The content now fills what used to be dead space.

A student incubator, by design

1. All work happens in class. Nothing external is expected.
2. Students practice a wide range of skills to find what they actually like. Instead of asking questions over a coffee chat, they step into an expert's shoes and test whether the work fits.
3. Mentors come in where it counts.
4. The \$350 prototyping fund teaches the real costs and pressures of building.
5. Students decide how far they take their ventures.

What every student gets

WHAT YOU KEEP

University portfolio

A full venture, documented from problem to pitch.

A live venture

Keep growing it after April, as far as you want.

A real network

Founders, investors and experts who know your work.

WHAT YOU LEARN

Business fundamentals

Pitching to investors

Deciding without every answer

Testing with real customers

Most incubators focus on the venture. We do too, but we train a method that outlasts it.

Every venture pitches on March 30



\$15,000

\$10,000 for 1st place · \$5,000 for 2nd place

Granted by the TFS Foundation to the winning ventures to expand operations while at TFS.



Note by Note

Founded by Ève Létourneau · \$5,000 at
Cougars' Den 2026

Pairs musical high schoolers with
lower-income middle schoolers to teach
them music, bridging the gap through
art.

Why EIB is Unique

Entrepreneurship programs of private schools in the GTA

School	In-Person	Software	Live Pitch	Mentorship	Funding	Price
St. Clement's	Yes	-	-	-	-	\$1200
Branksome Hall	Yes	Yes	-	-	-	\$1800
Havergal	Yes	Yes	Yes	-	-	\$950
TFS	Yes	Yes	Yes	Yes	Yes	\$525*

***\$350 returns to every student as a prototyping credit for their venture.**

A One-of-a-Kind Opportunity

EIB is not a traditional business course.
It's a place to **explore, adapt, iterate** and
improve, alongside others.

EIB is a place where problem solvers get problems solved.

Program Logistics

Who runs it, when it meets, and the dates that matter

Meet the EIB Teachers



EF

Elana Forster

TFS Teacher



BB

Brendan Benson

TFS Teacher

Meet the Student Leaders

EK

**Elif
Karimov**

Student Leader

JH

**Jonathan
Hoffstein**

Student Leader

EL

**Ève
Létourneau**

Student Leader

AC

**Avani
Chawla**

Student Leader

CP

**Christopher
Pantazopoulos**

Student Leader

Program Timeline

KEY DATES

Oct 16	EIB Night
Oct 23	Applications close
Nov 17	First session
Nov 17 to Jan 19	Sessions 1 to 8
Jan 26 to Mar 30	Sessions 9 to 16
Mar 30	Finalist selection
Apr 10 to 21	Pitch rehearsals
Apr 23	Cougars' Den

EVERY CLASS

Tuesdays · 4:00 to 5:30 pm

Every class opens with theory. The rest goes into building your venture.

Mentor sessions · 9 of 16

30 min theory

60 min with a mentor

Theory sessions · 7 of 16

90 min theory, applied to your venture

Richard Cocq

Summit Opportunity Partners, TFS parent

Richard founded Proform Group and ran it as CEO for 23 years. Now a principal at Summit Opportunity Partners, he brings a founder's and investor's view of what makes a venture worth backing.



Why now is the time to start

A REPEATABLE SKILL

Serial founders prove that entrepreneurship can be tested, learned and repeated.

THE BEST WINDOW

Paycheques grow and responsibilities pile on. Right now, starting a company is the most sensible choice a student can make.

WHAT IT TAKES

Attentiveness

Empathy

Willingness to help others

The drive to see it through

No AI can take these skills from you. EIB teaches students to turn them into real change.

How to Sign Up

1. Go to our website (JoinEIB.ca)
2. **Apply online (10 minutes)**
3. In-person interview
4. Payment of entrance fee (**\$525***)
5. Enrollment in course



Scan to apply
joineib.ca/apply

Fri, Oct 23
Applications close

Tue, Nov 17
First session

Fri, Apr 23
Cougars' Den

Thank you



Scan for the slides and to apply

joinieb.ca