

Chair in Entrepreneurship

The University of Waterloo has the reputation of being one of the most innovative universities in Canada. And we're a leader in technology transfer because our researchers and students retain ownership of their ideas, and are encouraged to commercialize their discoveries.

A recent report from Statistics Canada identified 454 technology-based spin-offs coming from 84 universities. Over 100 of these—a full 22 percent—came from the University of Waterloo. The new Chair in Entrepreneurship will encourage increased levels of knowledge generation and discovery, complementing the work being undertaken by the current Eyton Chair in Entrepreneurship in the Department of Management Sciences.

At the University of Waterloo we're committed to discovering new knowledge and finding ways to use that knowledge for the benefit of society. We do this by encouraging innovation, and supporting entrepreneurship.

Funding of \$3 million will establish a second Chair in Entrepreneurship in the Faculty of Engineering. This endowment will generate \$150,000 annually for salary and related costs, allowing the Faculty to attract a chair holder with a reputation for excellence in the academic and business communities.

The new Chair in Entrepreneurship will foster a spirit of innovation on campus, within the local community, and across Canada. It will work in concert with the Eyton Chair in Entrepreneurship—the Eyton Chair encourages creative research that may have applications for business and industry. The new chair will actively engage entrepreneurs in new initiatives, and will be an important resource for students through the Enterprise Co-op Program.

In particular, the new Chair will foster the development of start-up companies initiated by students, staff, and faculty members. It will also play a leading role in the Centre for Entrepreneurship, coordinating campus-wide efforts in this key area, and assisting with curriculum development.



Rod McNaughton holds the Eyton Chair in Entrepreneurship in the Department of Management Sciences. His research expertise is in international and business-to-business marketing, with a focus on international channel design and management issues.