

“ **Experiential learning is vital in today’s rapidly changing economy. Exposure to entrepreneurship offers a fantastic development opportunity. In an entrepreneurial environment such as MaRS, students experience first-hand the opportunities and challenges faced when moving an idea to application and building a business, and they learn how to adapt to a changing marketplace. Even if the students don’t become entrepreneurs themselves, that problem-solving skill-set will benefit them throughout their careers.** ” – *Dr. Ilse Treurnicht, CEO, MaRS Discovery District*

Jason Silva’s passion for entrepreneurship was sparked when he was a child as he watched his father operate a small contracting business and looked forward to his own opportunity to grow something from the ground up. As a computer science student at Ryerson, Silva completed placements with two startup firms where he also witnessed what it takes to launch and grow a digital enterprise. As a result, he was inspired to start the technology company JBBMobile, which markets Field Cloud, a business automation tool he developed to help trades professionals streamline scheduling and business operations. Today, Silva regularly hires co-op students and credits them with helping to propel his own business forward and enrich day-to-day operations.

Queen’s University computing student Eri Berkok completed a 16-month internship at IBM in 2012, where he was able to sample a range of career options. While part of Berkok’s internship focused on software development, the experience introduced him to fields that reached far beyond that area to project management, marketing and organizational relations. Answering to top-level executives and development experts, Berkok worked across the organization to ensure that each department was equipped with IT products that fit their needs. The experience gave him a real opportunity to refine his communications skills, which he frequently uses as a student advocate on issues at Queen’s while he finishes his degree. He knows these skills will be a strong asset in the workforce.



Eri Berkok