

2016 Delegate Profile

Name: Emily Miller
Fellow at Venture for Canada

Personal Motto: “You will never influence the world by trying to be like it.”
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Life as an Entrepreneur

The Trigger: Why did you become an entrepreneur? What prompted you to take that first step? How did you develop the concept for your business?

I've long considered myself to have an entrepreneurial spirit. At 16 I created my own photography business to help fund a volunteer trip that I was taking with Free the Children to Udaipur, India. After spending the summer in India working with the community to build a new school I was intrigued by the development sector and this steered my interest towards further studies around international development.

I graduated in 2014 from St. Francis Xavier University with a degree in Development Studies and Political Science. As important as my studies were I believe that my experience outside of the classroom was equally as valuable. During my time at school I studied abroad in Chanzghou, China learning all about the business and political culture of the country. I also kept up my photography business called Scene by Emily and was hired as the photographer for the Students' Union. In my final year I was selected to be the Vice President of Communications for the Students' Union, a position traditionally held by Business students, I was responsible for managing a marketing team as well as the campus newspaper and radio departments.

After graduating from StFX I completed several internships around the world. The first was with Canada World Youth in New Delhi, I wanted to book end my undergrad experience by returning to India. I was placed with a small NGO called PORDAC that advocates for the rights of children with autism in the Indian School system. I helped them create a strategic business plan and was able to bring the founder of the NGO back to Canada to complete studies at the

Coady International Institute at StFX.

My second internship was with The Clinton Foundation in New York City, working with their international team to organize a conference in Morocco that was bringing together business, political and nonprofit leaders from the MEA region to form creative solutions and strategic partnerships and address issues around lack of infrastructure in the region and youth unemployment. This experience was an essential turning point in my career being that it showed me the magic that can happen when the public and private sectors come together to create actionable change.

Living in both New Delhi and New York was incredibly eye-opening, however my heart strings pulled me home to Halifax. I knew that the best place to create positive change is within my own backyard, and so I applied to the Venture for Canada Fellowship.

And this brings us to today. Last March I was selected as one of 35 graduates to be a member of the inaugural Venture for Canada Fellowship. I am now working as the General Manager at an educational technology startup called Eyeread that is helping children learn to read both locally and abroad. I'm working hard in my community to ensure that other youth have access to resources that can help with their entrepreneurial ventures and I am ready to kick it up a notch and join the G20 Youth Entrepreneurial Alliance to connect Canada's youth from coast to coast and positively represent Canada on the global stage.

Describe your greatest accomplishment/most rewarding moment of your career as an entrepreneur?

Being selected as a Venture for Canada Fellow has been a highlight of my career. I am a member of the very first cohort which was a bit of a leap of faith to join, but hey what would entrepreneurship be without risk? I am so happy I selected this path for my postgraduate career as opposed to pursuing a more traditional path such as additional education or working within a corporate structure. It has allowed me to work with an incredible social enterprise in Halifax as well as provided guidance and mentorship from some of Canada's brightest entrepreneurs.

Please describe your next challenge or plans for your business or for yourself as an entrepreneur:

Eyeread's next challenge is getting our product to market. We've spent the last year working with award winning researchers to develop an adaptive learning assessment like no other. The next step is getting it into the hands of as many kids as possible (my goal is for the app to be #1 on the iTunes App Store by the 2016-17 School year).