



Campus MBA

A cycling adventure 2024



Today's agenda

- Welcome and introduction
- A cycling adventure
- How to apply?
- Q & A



What is a Bike Tour?

- A unique experiential learning course where you explore a theme through on-site meetings with managers and executives;
- A credited course where you will have the opportunity to compare what you learn in class and its implementation in various organizations;
- 5 Bike Tours already organized at HEC Montréal
- 3rd edition of the trip at the MBA level

Now, let's roll!





Brian King, PhD
Prof Entrepreneurship +
Innovation, **HEC**
Montréal, co-creator
and veteran of four
HEC cycling courses.

Alexandre Joyce, PhD
Innovation consultant,
author and startup coach.
Lecturer **HEC Montréal**,
Board member Vélo-
Québec.



In Search of Sustainable Business Models

A Cycling & Learning Adventure

for MBA Students

2024 Edition

Access this presentation : bit.ly/MBAcycle

Indeed, a quest...

... for something that might not even exist.



In Search of

Sustainable Business Models



A Cycling Adventure

for MBA Students

Key Points

- This will be a deep dive into what makes for sustainable business models, notably exploiting the Triple Layered (Economic, Environmental, Social) Business Model Canvas as our lens.
- You'll be working as a small team to analyse, then run a workshop, with a real company.
- Hence, the course is a combination of leading-edge entrepreneurial theory with experiential learning.

The world we know is changing...

Montreal September 27, 2019



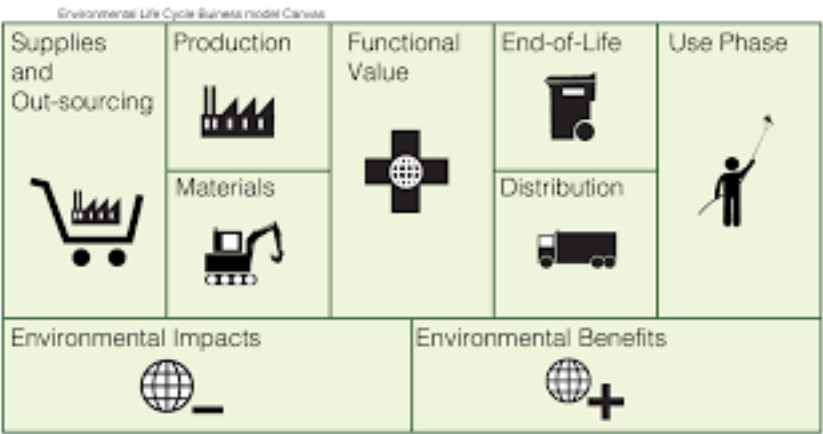
**As business leaders,
what's our reaction?**



New Stretch Goals? 8

Can entrepreneurship be part of the solution?

But if we examine the environmental business model?



and the social business model?



Alexandre Joyce & Raymond Paquin, *The triple layered business model canvas: A tool to design more sustainable business models. Journal of Cleaner Production* 135 (2016).



If a strong economic business model--one that emphasizes profits that enable good return on capital -- is our only goal, then we can expect more of the same.

Yes. But we need to understand what’s going on, both in theory & in practice.

LOOP: Example of sustainable business model



Local Fruit and vegetables



Wide distribution

3
8

LA RELÈVE VERTE LOOP

Du jus de fruits qui aime la planète

Chaque semaine, cet été, notre chroniqueuse Marie-Claude Lortie présente des entreprises de la relève dans le monde de l'agriculture et de la transformation alimentaire durable. Cette semaine, elle rencontre Frédéric Monette, Julie Poitras Saulnier et David Côté, les fondateurs du fabricant de jus Loop.



MARIE-CLAUDE LORTIE
LA PRESSE



PHOTO IVANOÏ DEMERS, LA PRESSE

Experienced and varied co-founders

In Search of Sustainable Business Models: A Cycling Adventure

A sustainable entrepreneurship MBA class that combines leading edge theory with cycling field trips to investigate current & potential sustainable business practices.

Jour	Programme	Ville étape
1	Montréal, Longueuil, Chambly, St-Jean-sur-Richelieu (50-55 km)	St-Jean-sur-Richelieu
2	St-Jean-sur-Richelieu, Farnham, Bromont (66 km)	Bromont
3	Bromont à Knowlton (Lac Brome) 33km. Plusieurs options possibles pour cette journée.	Knowlton (Lac Brome)
4	Knowlton (Lac Brome), Eastman, Magog (46 km)	Magog
5	Magog, Rock Forest, Sherbrooke (30 km) D'autres options disponibles par Katevale et Hatley	Sherbrooke
6	Transfert vers Montréal ou Journée Défi (175 km)	

MAP

← MBA bike trip 2022 ×

Montreal to Eastern townships

Open in My Maps

Visit options

- 📍 Départ Vieux-port
- 📍 Soleno inc.
- 📍 Luminaire Authentik
- 📍 ABB Electrification Canada ULC

65 MORE

Directions from Départ Vieux-port to OTL Gouverneur

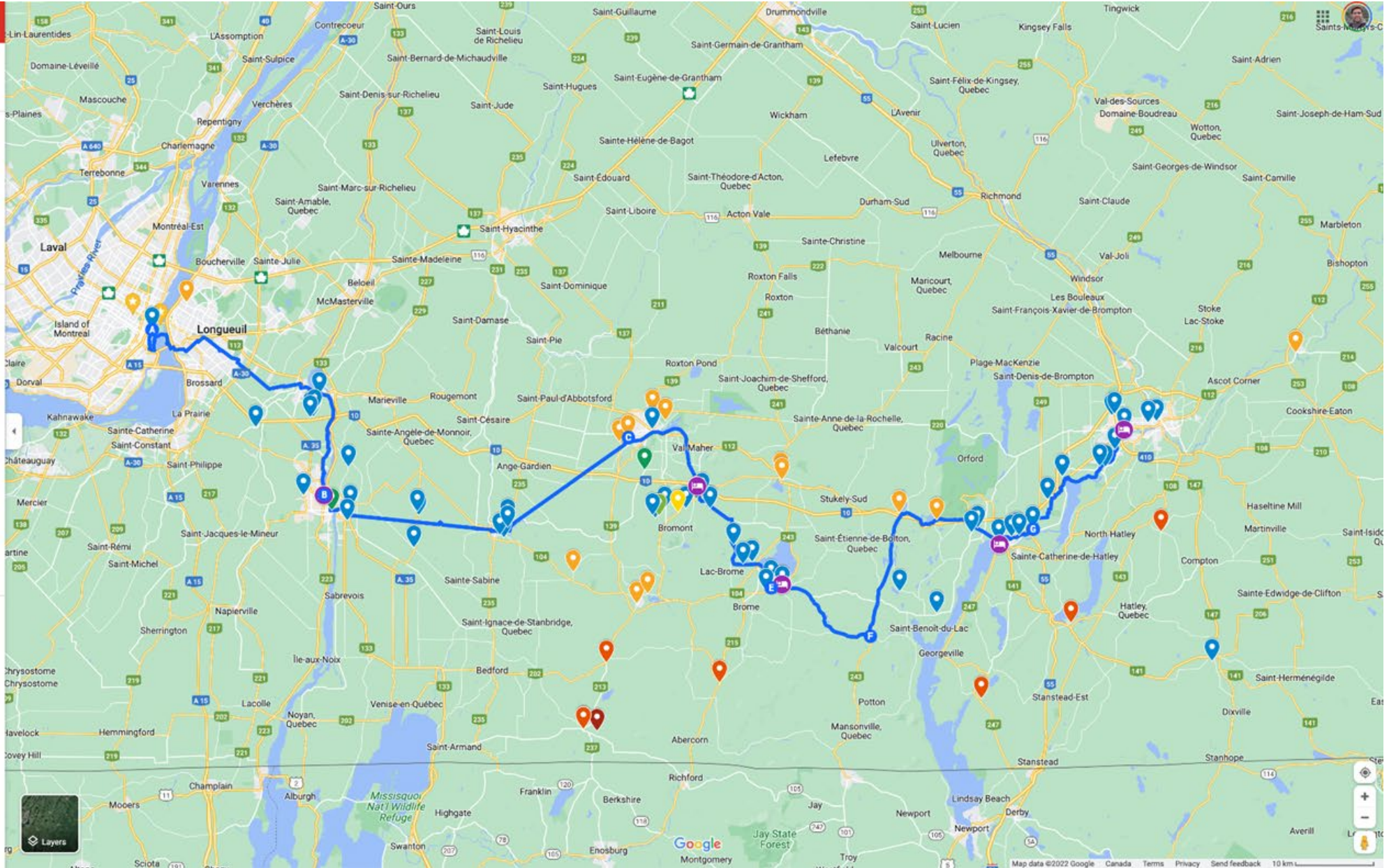
- 📍 Directions from Départ Vieux-port to OTL Gouverneur
- 📍 Départ Vieux-port
- 📍 Auberge Harris
- 📍 Artopex - usine Pro-Meubles
- 📍 Le St-Martin Bromont Hôtel & Suites
- 📍 Windmill Plastics Ltd.
- 📍 South Bolton, QC
- 📍 Camso - Head Office
- 📍 OTL Gouverneur

LESS

Sejours

- 📍 Les Jardins Quévillons
- 📍 Manoir Maplewood
- 📍 Les Trois Grâces
- 📍 Chardo - resto & bar à vin

17 MORE



Past Visits



Experience environmental issues first-hand



Taste the field



Touch the results



Challenge the C-suite



Meet the leaders



Smell how its made

Pedagogical Objectives



La Presse video of 2015 Edition

1. Develop analytical skills in applying the Business Model Canvas to understand economic value creation.
2. Recognize patterns in how social and environmental business model elements can contribute to an organisation's value added.
3. See how this perspective can apply both to small and larger organisations -- if we cannot change Walmart and McDonalds, how can real impact be made?

20% participation, 30% teamwork, 50% individual

A great first cycling trip! Why?

Vélo Québec

Guided trip. Safety check and training. Curated routes. Road repair service. Bag transport. Bail out option for riders who cannot complete the stage.



If you are fit and can ride a 10-speed bicycle, you can do it!

Reasonable terrain

We cycle the Richelieu River and Memphremagog basins.

Modest distances.

Initial local weekend, then 6 days, around 30-60km per day of cycling.

Conversely, ardent cyclists may find the distances too modest.

And E-Bikes now make the trip accessible to almost anyone!

Key Dates

Key Dates	Description
17th November	Application deadline
12 December	Provisional acceptance
February-March	Company matching and content preparation
May 26	Kickoff Sunday Ride
May 26, 27, 28	3 online evening workshops

Key Dates	Description
June 10th	8am departure to Richelieu QC
June 15th	Final day. Optional challenge ride back to MTL. Return by bus to Montreal by 8pm.
End of June	Team assignment due
Early July	Final Meet-up to view assignments

Access this presentation : bit.ly/MBACycle

Pricing & Equipment Needs

PRICING*	<div>HEC Admin Fees \$125</div> <div>Program Fees includes<ul style="list-style-type: none">• 5 nights hotel + breakfast \$1500 to \$1650• Vélo Quebec support• Cool jersey</div> <div>TOTAL : \$1625 - \$1775</div>
WHAT YOU NEED (Pack Light!)	<ul style="list-style-type: none">• A 10+ speed bicycle (can be borrowed or rented)• Helmet. Sunglasses and a small day bag recommended.• Set of riding clothes including rain/wind jacket• Set of clothes to hang out at night

*** This does not include the 3-credit fees**

The Bike Tour experience

- Do it if you want
- To work in Québec and learn about local cultures and mindsets
- To learn more about entrepreneurship
- To strengthen your understanding about ESG
- To explore Québec's beauty
- To have a good exercise
- To build even deeper relationships with your colleagues
- To push your limits
- To connect your mind and body
- To have a memorable experience during your MBA
- To challenge yourself and gauge your limits

- ...Or just to have the perfect mix between fun and learning!

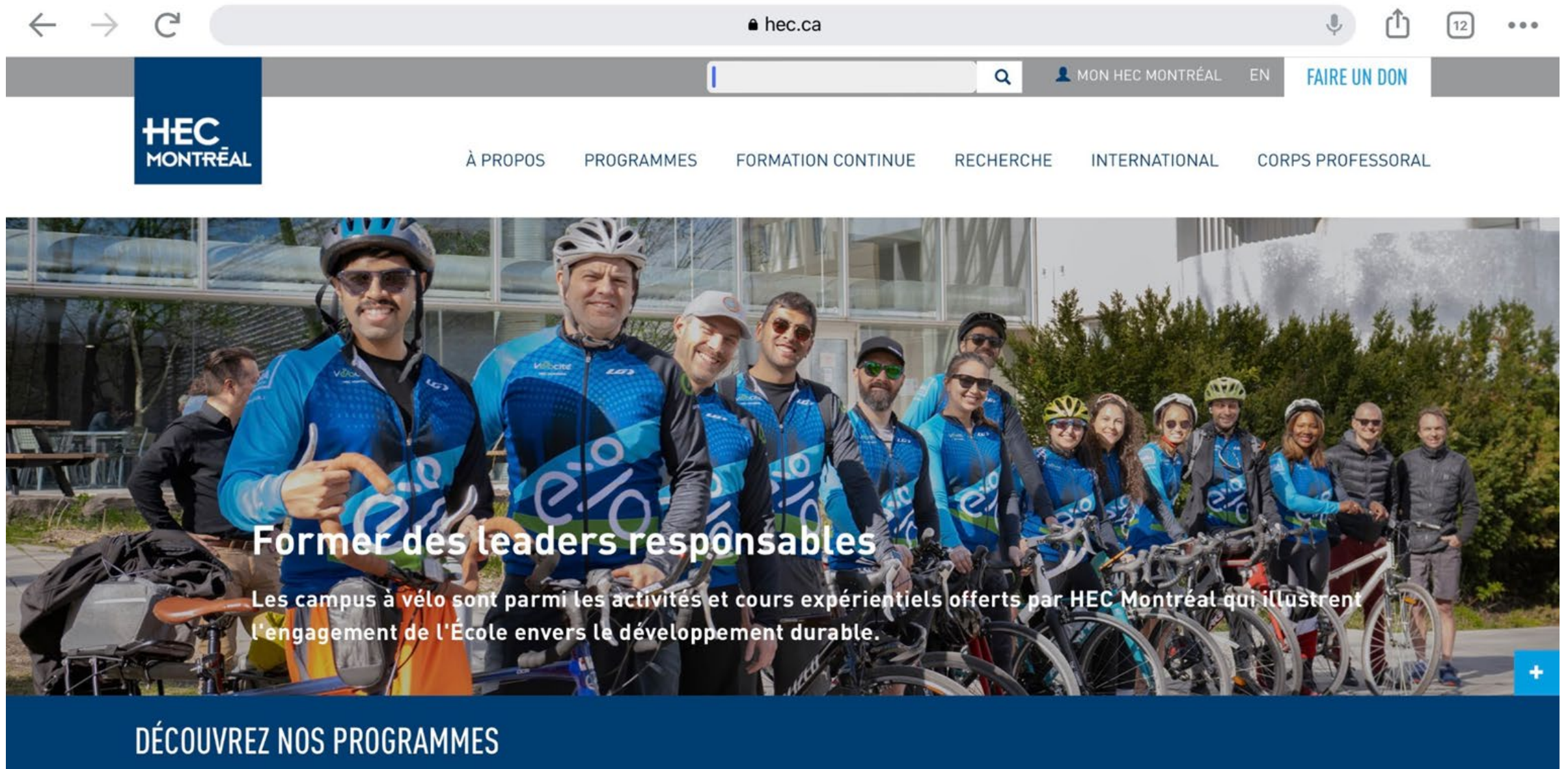


Why sign up?

- Increase your knowledge of entrepreneurship theory, and explore potential social and environmental business models
- Visit insightful companies.
- Learn how to take concrete action on sustainability
- Meet cool people.
- Challenge yourself
- Mix education & fun
-



We hope you can join us!



← → ↺ hec.ca

HEC MONTRÉAL

À PROPOS PROGRAMMES FORMATION CONTINUE RECHERCHE INTERNATIONAL CORPS PROFESSORAL

FAIRE UN DON

Former des leaders responsables

Les campus à vélo sont parmi les activités et cours expérientiels offerts par HEC Montréal qui illustrent l'engagement de l'École envers le développement durable.

DÉCOUVREZ NOS PROGRAMMES