**CAREER ADVICE #351 | Brock Fisher | Engineer, Nova Scotia | 14 April 2021**

**LinkedIn Premium Group**

\*\*\*\*\*\* MESSAGE TO PREMIUM GROUP \*\*\*\*\*\*

Hey everyone. I am currently looking for an entry level role within Energy Efficiency, Renewable Engineering or related field. Any advice, connections or opportunities would be greatly appreciated.

[#energy](https://www.linkedin.com/feed/hashtag/?keywords=energy&highlightedUpdateUrns=urn%3Ali%3Aactivity%3A6787810272561233920) [#opportunities](https://www.linkedin.com/feed/hashtag/?keywords=opportunities&highlightedUpdateUrns=urn%3Ali%3Aactivity%3A6787810272561233920) [#renewableenergy](https://www.linkedin.com/feed/hashtag/?keywords=renewableenergy&highlightedUpdateUrns=urn%3Ali%3Aactivity%3A6787810272561233920) [#engineering](https://www.linkedin.com/feed/hashtag/?keywords=engineering&highlightedUpdateUrns=urn%3Ali%3Aactivity%3A6787810272561233920) [#renewables](https://www.linkedin.com/feed/hashtag/?keywords=renewables&highlightedUpdateUrns=urn%3Ali%3Aactivity%3A6787810272561233920)

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Good day Brock,

Some ideas for you to consider:

Gary Vaynerchuk

Podcast

Clubhouse

Cleantech innovation

Venture Capital in Canada

Calgary ESG-related Startups

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Gary Vaynerchuk

You may want to consider listening to Gary Vaynerchuk to help trigger ideas for you. Gary repeatedly speaks about branding, awareness, social media, entrepreneurship, hustle, patience, persistence and a whole host of advice during his key note presentations, podcasts, FB live, TikTok live and Clubhouse chats with students, business owners, musicians, corporate executives and others.

You may find one or more of the following key-note speeches beneficial towards building your own personal brand and creating awareness of your experience and/or interest in renewable energy (ie obtaining more certificates on sustainability)

You may want to consider one or more of the following links:

Crushing It. Here is the link to the audiobook: https://adbl.co/2YfafaS

Gary Vee in Toronto 2014 key note at “Canadian Music Week Digital Media Summit”. This was recently replayed on his podcast and I literally thought it was from last year. The concepts and examples he outlined in 2014 are virtually the same as 2021.

Please see post 2 of 10 | Podcast

POST 2

Hi Brock,

This is post 2 of 10

Podcast

You could consider starting your own podcast series and invite environmental experts from Nova Scotia, other Atlantic Provinces, British Columbia and across North America to talk all things environment: clean tech, renewables, carbon capture, hydrogen generation, solar energy, ocean energy, waste to energy, biomass to biofuels, dealing with the “Oceans” of plastic or the impact on the ecology from the Hibernia offshore platform.

You could invite your former colleagues from the Innovation in Design Laboratory and engineering students from Dalhousie University (past graduates and current students) to come onto your podcast to get their views. What are key changes in the sector: legislation in Canada and across the globe, major projects in the region, innovation, Covid impact and expected future developments in the sector.

Please see post 3 of 10 | Podcast (continued)

POST 3

Hi Brock,

This is post 3 of 10

Podcast | continued

You could invite current students from Dalhousie onto your podcast together with an industry expert in a Q&A (Question & Answers) style session (cohorts of 3 students) whereby students ask questions of importance to them. This is more effective than large Zoom conferences and webinars and allows for free flow of discussions with an industry expert.

Why do I think a student podcast session can work? Since mid-February this year, I have completed ten (10) Q&A podcast sessions with Haskayne School of Business students (MBA and Master of Management) from the University of Calgary and various industry experts. Here is the link to the latest student session on 12 April this month | Calgary Business Podcast episode 283: <https://bit.ly/3mGHUDj>

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You have the flexibility to select topics of importance in your area and choosing a name that makes sense to you. A couple of examples to title your podcast “Atlantic Canada Environment” (ACE) or “Halifax Environment Podcast” (HEP)

Gary Vaynerchuk has a great resource on his website for podcast creation called **“How to Start A Podcast” | http://bit.ly/37IpyZb**

Please see post 4 of 10 | Clubhouse

POST 4

Hi Brock,

This is post 4 of 10

Clubhouse

Clubhouse | [https://www.joinclubhouse.com/](%22)

You may be aware of the Clubhouse App that is increasing in popularity. It recently became even more popular when Elon Musk and Mark Zuckerberg separately blew up the chat rooms when they came “Clubbing”.

Tanisha Cherry, a #podcaster in #Calgary was a guest on #CalgaryBusinessPodcast to talk about her chatroom “Welcome to Clubhouse”. This is a link to that podcast: <https://bit.ly/37k9TC9>

Tanisha prepared a #YouTube explainer video: [https://bit.ly/2Z41e2e](%22)

Why is all of this relevant? Similar to the podcast idea above, you could create a Clubhouse chat room to invite your former colleagues (from Innovation in Design Laboratory) or students and professors from Dalhousie University to talk about important issues on the environment.

How do Podcasting and Clubhouse chat rooms relate to job search? Imagine the discussions you will have with potential future employers AFTER running one or both of these thought-leader sessions for the next 6, 12 or 18 months? Imagine how your profile will compare to candidates that DID NOT run such public events over the same period?

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Please see post 5 of 10 | Cleantech Innovation

POST 5

Hi Brock,

This is post 5 of 10

Cleantech innovation

As you may be aware, innovation in this space is attracting funding from many sources. This 7 April 2021 #StrictlyVC newsletter revealed the following:

**Canada Pension Plan Investment Board** announced that it is creating what it's calling its **Sustainable Energy Group**, a new unit focusing entirely on renewables, conventional energy and new technology and service solutions | <https://bit.ly/31ZH0rS>

In fact, this is consistent with the 20 August 2020 announcement of Brookfield Asset Management

Brookfield Announces Appointment of Mark Carney, Head of ESG & Impact Fund Investing | https://bit.ly/32doUTp

Matt Galloway recently interviewed Mark Carney to discuss his book, “Value(s): Building a Better World for All”

Podcast link: <https://apple.co/32c8tH1>

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Another example from this 19 March 2021 article:

**Noon Energy**, a Palo Alto, Ca.-based developer of ultra-low-cost battery technology for long-duration energy storage, has raised $3 million in seed funding from **Prime Impact Fund**, **Collaborative Fund**, **At One Ventures** & **Xplorer Capital**

Renewable Energy: https://bit.ly/3a0ofci

Please see post 6 of 10 | Cleantech Innovation (cont)

POST 6

Hi Brock,

This is post 6 of 10

Cleantech Innovation (continued)

Finally, this 24 February 2021 article:

**Malta**, a Cambridge, Ma.-based energy storage system company that spun out from the special projects group of Alphabet, has raised $50 million in Series B funding led by methanol producer **Proman**, with participation from Facebook and Asana cofounder **Dustin Moskovitz** and earlier investors **Alfa Laval** of Sweden and **Breakthrough Energy Ventures**.

Techcrunch: https://tcrn.ch/3dT1DLP

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You may want to consider subscribing to various tech news feeds that feature funding announcements covering innovation in the environmental sector, particular local maritime publications. The tech publications I subscribe to include funding from a multitude of sectors (not just renewables and clean tech):

StrictlyVC | [https://www.strictlyvc.com/](%22)

Crunchbase | https://news.crunchbase.com/daily/

Techcrunch | https://techcrunch.com/tag/newsletters/

VentureBeat | https://venturebeat.com/newsletters/

UKTN | https://www.uktech.news/

FinSME’s | https://www.finsmes.com/the-daily-deal-newsletter

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Please see post 7 of 10 | Venture Capital in Canada

POST 7

Hi Brock,

This is post 7 of 10

Venture Capital in Canada

During my investor relations work from 2018 to 2020 with Curaizon (UK), UnCloak (UK), Digipharm (Switzerland), PocketMoney (Singapore), TImberWise (Vancouver) and AI Vali Toronto), I came across many venture capital (VC) companies based in Canada

The following is a sample of VC firms across Canada (including a few from Atlantic Canada). These entities may or may not be focused on environment, sustainable energy or related topics. Also, this is not meant to be a complete list. Google or other search may reveal additional entities.

Amplify Capital | https://www.amplifycapital.ca/

Atlantic Canada Opportunities Agency | <http://www.acoa-apeca.gc.ca/>

Concrete Ventures | <https://www.concrete.vc/> | Nova Scotia

Framework Venture Partners | https://www.framework.vc/

Front Row Ventures | https://frontrow.ventures/

Golden Ventures | https://golden.ventures/

Innovacorp | <http://www.innovacorp.ca/> | Nova Scotia

Island Capital Partners | <https://www.peislandcapitalpartners.com/> | PEI

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Please see post 8 of 10 | Venture Capital in Canada

POST 8

Hi Brock,

This is post 8 of 10

Venture Capital in Canada | continued

Killick Capital | <http://www.killickcapital.com/> | Newfoundland

Mistral Ventures | http://www.mistralvp.com/

New Brunswick Innovation Foundation | http://www.nbif.ca/en

Oneeleven Capital | https://www.oneeleven.com/

Panache Ventures | https://www.panache.vc

Pelorus Venture Capital | <http://www.pelorusventure.com/> | Newfoundland

Real Ventures |https://realventures.com

Relay Ventures | http://relayventures.com

Ripple Ventures | http://www.rippleventures.ca/

Round13 Capital | <http://www.round13capital.com/>

Sandpiper Ventures | <https://sandpiper.vc/> | Nova Scotia

VC’s and Portfolio companies

Consider scrolling through the websites of the VC’s to find the “Investments” or “Portfolio” links. Consider also clicking through to the websites (companies) that you find to be of interest. Follow the companies on LinkedIn & Twitter. Subscribe to newsletters. Try the Demo. Read & save links to news articles. Consider reaching out to specific individuals for advice, mentorship and/or job openings.

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Please see post 9 of 10 | Calgary ESG-related Startups

POST 9

Hi Brock,

This is post 9 of 10

Calgary ESG-related Startups

Over the past year or so I have had several guests on my podcast that have businesses linked to clean-tech, renewable energy, ESG and/or related environmental activities.

Steeper Energy | converting bio-mass to bio-fuels | episode 47 (10 January 2020) | <https://bit.ly/2FPcxlr>

International Ultrasonic Technologies (IUT) |De-sulphurizing heavy oil to reduce corrosion in shipping vessels | episode 48 (13 January 2020) | <https://bit.ly/36RU5Ej>

[NOTE: In March 2021, the CEO of IUT, Kerri McGrath, formed a Cleantech Coalition, a consortium of Calgary energy companies]

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JAMH.AI | Student-led startup using artificial intelligence to find ESG-initiatives across the globe | episode 177 (26 August 2020) | <https://bit.ly/3hAOoQO>

Calgary Social Value Fund | student-led initiative to invest in social-enterprises | episode 186 (5 October 2020) | <https://bit.ly/3lelNSD>

SeeO2 Energy | Carbon capture innovation for industrial plants | episode 188 (14 October 2020) | <https://bit.ly/33X2pUf>

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Please see post 10 of 10 | Calgary ESG-related Startups (continued)

POST 10

Hi Brock,

This is post 10 of 10

Calgary ESG-related Startups

Arbor | Tracking corporate social & environmental sustainability to allow consumers to align their spending habits | Episode 257 (25 February 2021) | <https://bit.ly/37KS13y>

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You may want to consider reaching out to executives from one or more of these companies to ask for their advice (in general) or possibly to find common ground on working with them in some sort of remote intern capacity to gain experience. Maybe invite them to speak on your podcast or to join you “on stage” in your newly formed Clubhouse chat room?

Imagine the knowledge you will gain over the next 18 months to 4 years from engaging in such activities? Imagine further after 7 years when you became the Eastern Canada thought leader on all things related to ESG, environmental protection, clean energy, renewable energy, sustainable energy? Maybe Brookfield Asset Management and Mark Carney will take notice and hire you!

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Have fun researching and creating content!