

# JA British Columbia & Youth Entrepreneurship

November 23, 2016



JA BC

A Member of JA Canada

***We're on a mission inspire and prepare young people to succeed in a global economy.***

Anne Tower

Vice President, Programs and Regional Operations

# What is JA?

- The world's largest not-for-profit organization dedicated to educating youth about business.
- Over 120 charters worldwide.
- Programs are designed around 3 pillars:
  - Work Readiness
  - **Entrepreneurship**
  - Financial Literacy



# How does JA deliver youth programs?

- We recruit volunteers from the local business community to teach our programs
- Volunteers bring their real-world experience into the classroom
- Programs are delivered free of charge to students across BC
- Teachers sign up with us when they would like a program in their classroom and we match them with a volunteer



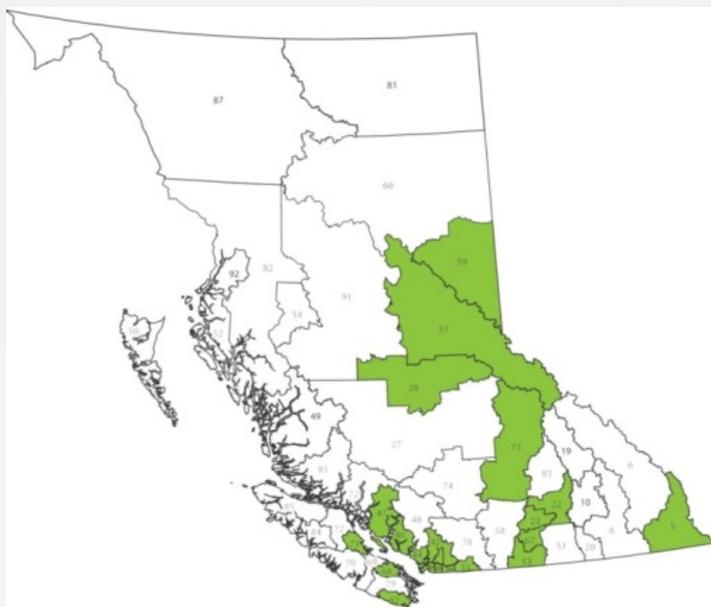
# How is JABC able to offer free programs?

Donors from the public and private sector enable us to develop curriculum and recruit and train volunteers to deliver our programs at NO COST to teachers, schools and students.

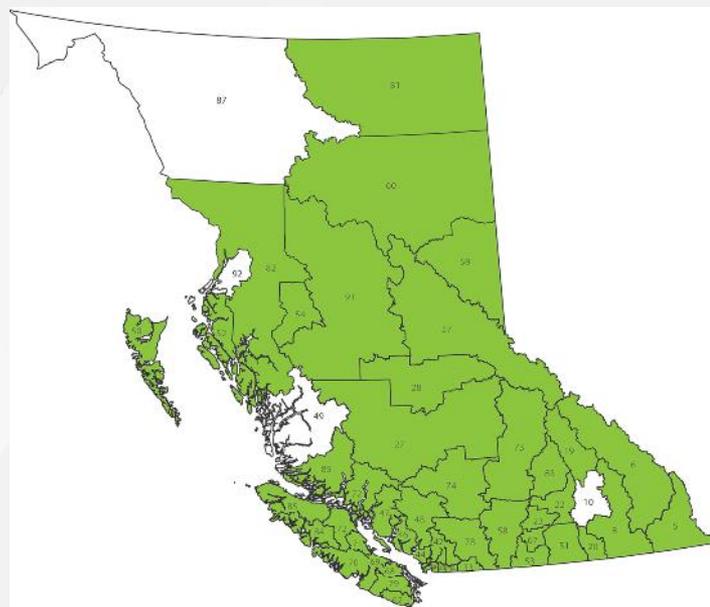


# Where are JA programs offered?

JA British Columbia proudly serves all 60 school districts across British Columbia; active in 56+



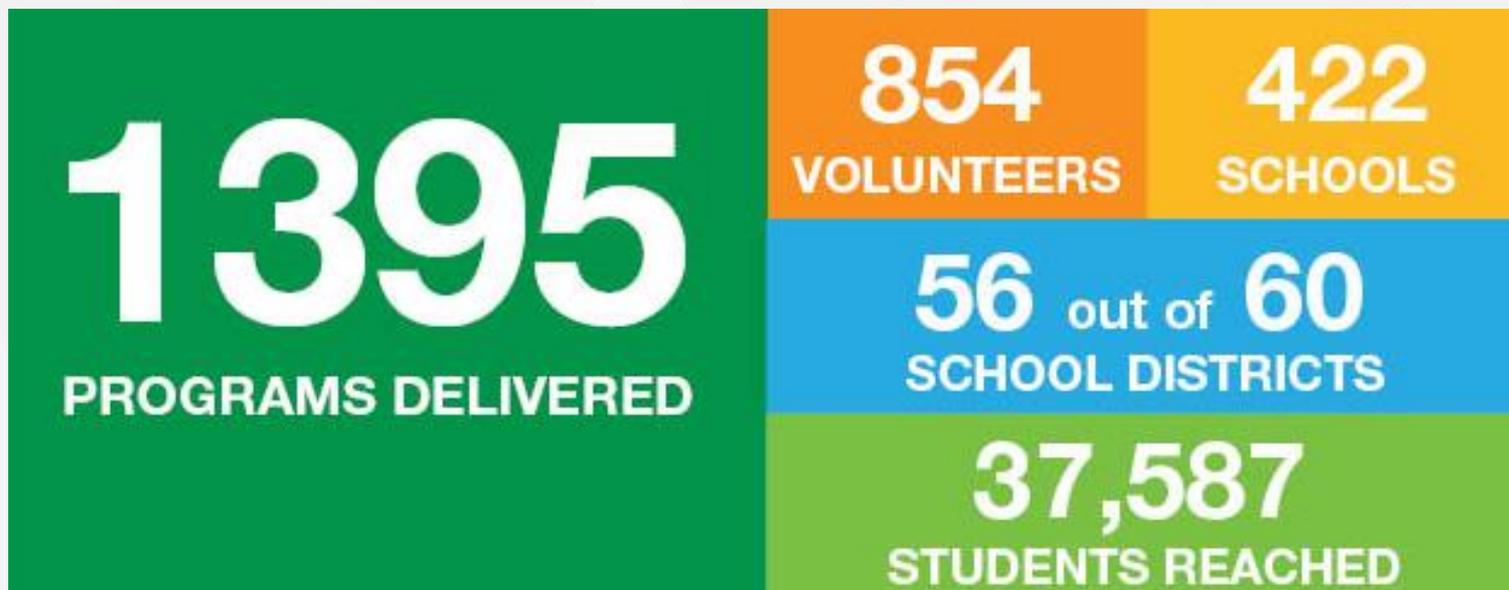
2006



2016

# How many students participate in JA in BC?

JA British Columbia has been growing its reach year after year, exceeding its program targets and the 2015-2016 school year was no exception.



## Why JA?

A major concern facing the business community today is finding youth with the skill, talent and right attitudes to enter the workforce.

BC's rural communities want to support and encourage youth entrepreneurship, to keep their youth in their communities and create diverse, sustainable economies

The traditional school system didn't/doesn't teach entrepreneurship... nor does it necessarily favour students with entrepreneurial aptitudes.

## Why JA?

JABC responds to the talent gap and fosters the inspired, innovative and entrepreneurial leadership that BC needs to keep our economy thriving, by connecting business to youth and education.

JABC is building the business leaders of tomorrow.

## What's the Impact of JA?

JA has been shown to have a positive impact on the economy according to a 2011 report by the Boston Consulting Group commissioned by JA Canada.



**\$425M**  
CANADIAN GDP



**1:45**  
ANNUAL  
RETURN



**50%**  
NEW  
BUSINESS

# What programs does JABC offer?

Program	Grade	Focus
<b>Our Business World</b>	<b>5-6</b>	<b>Helps students explore their entrepreneurial potential and understand how businesses operate.</b>
<b>Business of Our Own</b>	<b>6-8</b>	<b>Gives students a hands-on learning experience of running their own retail stand.</b>
Dollars with Sense	7-9	Introduces students to personal money management skills including budgeting, investing and goal setting.
Economics for Success	8-10	Inspires students to stay in school and plan for success in their careers and in life.
Investment Strategies – Virtual	10-12	Introduces students to investing and helps them learn about markets through a real-time online stock market simulation.
Titan	11-12	Gives students a taste of management decision-making through an interactive online simulation of a global high-tech company.
<b>Company Program</b>	<b>11-12</b>	<b>Empowers student teams to experience the excitement of planning and running their on small business venture.</b>
<b>Be Entrepreneurial</b>	<b>10-12</b>	<b>Coaches students to develop and present plans for their own businesses.</b>

# JABC's Entrepreneurial Programs: *Our Business World* and *A Business of Our Own*



# JABC's Entrepreneurial Programs: *Company Program and Be Entrepreneurial*



**Be Entrepreneurial**

# How does JABC inspire Young Entrepreneurs?



- ✓ Introduces the concept of entrepreneurship
- ✓ Asks kids to imagine themselves as entrepreneurs
- ✓ Provides Knowledge  
+
- ✓ Hands-on Experience
- ✓ Connects students with local entrepreneurs and mentors
- ✓ Builds confidence!

[www.jabc.org](http://www.jabc.org)

**YES I CAN!  
I KNOW HOW!**



# How does JABC Support Young Entrepreneurs?

- ✓ Lighting their entrepreneurial fire through a JA program
- ✓ Raising their profile and aspirations in the community
- ✓ Connecting them with local, successful entrepreneurs and mentors
- ✓ Connecting them with JABC's growing Alumni Network
- ✓ Offering \$20,000 in annual Awards & Scholarships, Leadership Development opportunities
- ✓ Introducing them to “next steps” organizations:
  - Futurpreneur
  - The Next Big Thing
  - Community Futures
  - Women's Enterprise Centre
  - and many others...

# How do I bring JA to my community?

Contact our Regional Managers!

[Cheryl.Borgmann@jabc.org](mailto:Cheryl.Borgmann@jabc.org)

Metro Vancouver and Fraser Valley

[Jason.Ranchoux@jabc.org](mailto:Jason.Ranchoux@jabc.org)

Interior- Kelowna, Kamloops, Kootenays

[Deborah.Wakeham@jabc.org](mailto:Deborah.Wakeham@jabc.org)

Vancouver Island

[Teresa.Bennett@jabc.org](mailto:Teresa.Bennett@jabc.org)

Northern BC

Encourage local teachers to host a program!

Encourage local businesspeople in your network to volunteer!

[www.jabc.ca](http://www.jabc.ca)

# Maya's Story



# Bio



Maya Gay

Founded JA company Basecamp  
Card Co. in 2015 from  
Kelowna, BC

# How JABC Helped me

## Financial support

- Ledcor grant
- Product Support



Maya (right) and former partner Rachel Birrell receiving grants from JA

# Mentorship

- In class support
- Consistent follow up
- Next Generation Leader Conference



# Why JABC has been invaluable

Through JA, I realized my passion for entrepreneurship and chose to pursue it for my career and academic path.

JA encouraged my:

- Social development - network is necessary
- Innovation- GenY has potential to be most innovative yet
- Collaboration/ team work
- Development of fundamental life skills



# **Futurpreneur Canada and ThriveNorth: Supporting small business development and growth in Northwestern British Columbia** (Youth Entrepreneurship Webinar)

Prepared for Economic Development Division, B.C. Ministry of Jobs,  
Tourism and Skills Training and Responsible for Labour

November 23, 2016, 11am – 1pm

Webinar panelist: Joanne Norris, ThriveNorth Project Manager



# Agenda

1. Background: Futurpreneur Canada
2. ThriveNorth background: A global partnership
3. Why ThriveNorth?
4. ThriveNorth delivery model:
  - A. Direct support to entrepreneurs
  - B. Marketing, communications and events
    - i. ThriveNorth Business Challenge
    - ii. Action Entrepreneurship
5. Measuring impact
6. Summary and some lessons learned



- 20 years of experience helping young entrepreneurs (18-39 years) as a national non profit organization
- Collaborate through establishing formal community partnerships across the country
- Tools, programs and resources including non-collateral loans and mentoring to support entrepreneurs starting and growing businesses
- Leverages government and private sector partnerships and diversified funding base to achieve goals
- Presence in the regional, national and global entrepreneurship and business communities

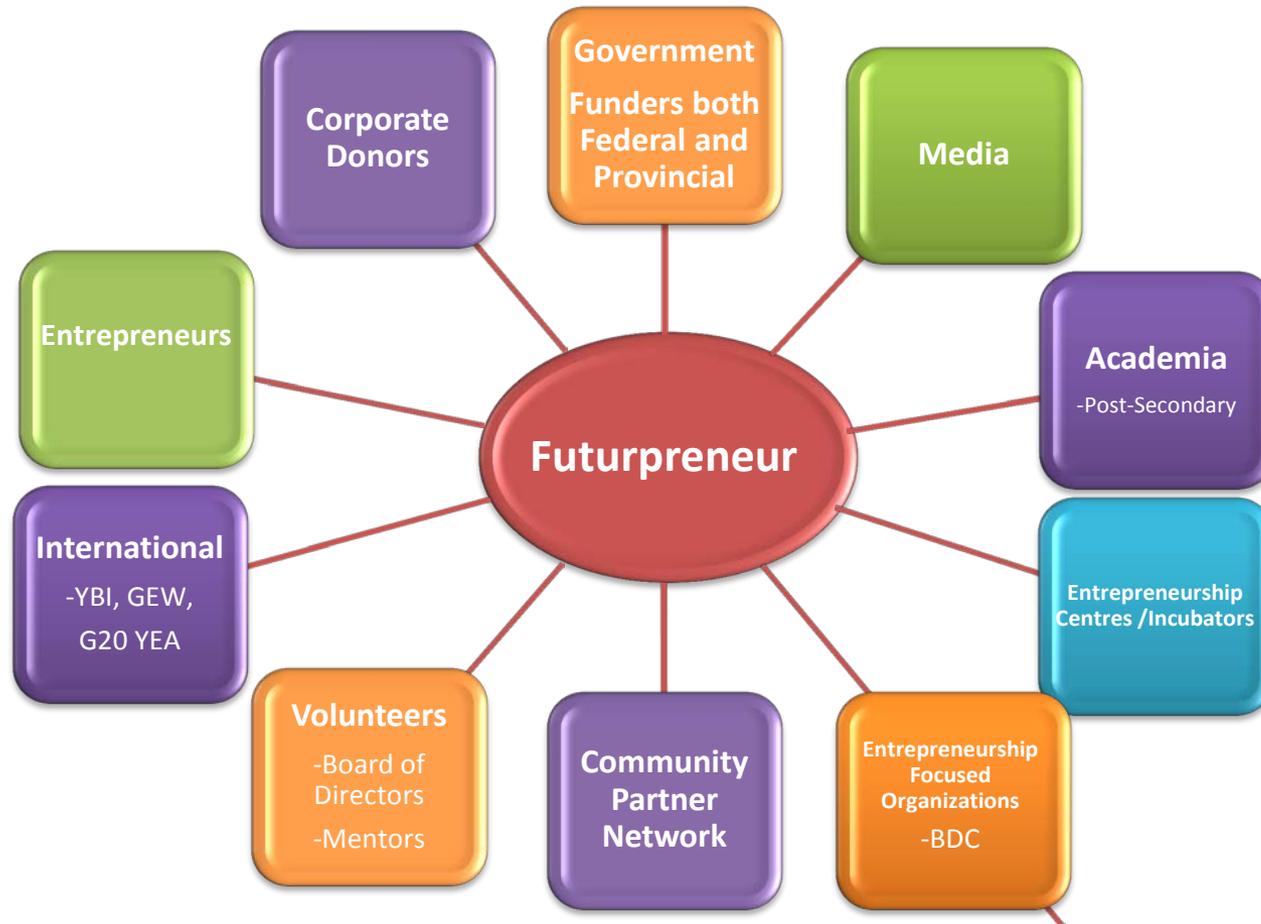
8,664  
young business owners  
supported

342  
Community partners  
across Canada

2,800  
skilled volunteer  
mentors



## Futurpreneur Canada's Network



Why do we do what we do?

## **Unlocking the Power of Youth Entrepreneurship: An Action Plan for Canada**

Report: [http://www.futurpreneur.ca/wp-content/uploads/2014/09/Entrepreneurship\\_ActionPlan\\_Final-EN.pdf](http://www.futurpreneur.ca/wp-content/uploads/2014/09/Entrepreneurship_ActionPlan_Final-EN.pdf)

For more information, visit [www.actionentrepreneurship.ca](http://www.actionentrepreneurship.ca).

## What We Can Do For You

### **EXPAND YOUR PORTFOLIO OF SERVICES FOR YOUNG ENTREPRENEURS**

- Futurpreneur Canada offers financing, mentoring, resources and expertise for your clients between 18 and 39 through our Start-Up Program. We also offer specialized programs for newcomers and technology companies.

### **CONNECT YOU WITH POTENTIAL CLIENTS AND EXPAND YOUR NETWORK**

- By listing you as an official partner, Futurpreneur Canada helps potential clients reach you faster. We also connect you to a vibrant network of small business experts, mentors, and entrepreneurs in your community and across Canada.



## What We Can Do For You (cont.)

### **SUPPORT YOUR NEXT BUSINESS OR NETWORKING EVENT**

- Futurpreneur Canada can provide sponsorship and promotional support for your business and networking events.

### **SPREAD YOUR ADVERTISING BUDGET FURTHER**

- Run joint advertising campaigns with Futurpreneur Canada in your community to get more out of our advertising efforts while reaching new potential clients.



### BG Group and YBI aligned missions to create sustainable youth livelihoods

- Youth Business International (YBI) - A global network of organizations, currently in 45 countries, helping young entrepreneurs start up and grow their businesses and create employment. Futurpreneur Canada is YBI's Canadian member.
- YBI & BG Group\* signed a five-year global partnership in September 2013.
- Currently in year three of the partnership in five countries in which BG Group has operations – Canada, Kenya, Trinidad & Tobago, Tanzania and Australia.
- Partnership supports under-served young people to create sustainable new businesses, generate employment, support local economies and wider society.

\*BG Group, a British multinational oil and gas company headquartered in Reading, UK, was purchased by Royal Dutch Shell in February 2016.



## 2. ThriveNorth background: A global partnership 9



-  Countries where we are currently delivering a project
-  Countries where we have undertaken scoping activities

### BG Canada and Futurpreneur Canada create ThriveNorth

- In November 2013, the five-year partnership between BG Canada and Futurpreneur Canada (formally Canadian Youth Business Foundation) was announced. Announcement was made by Chris Finlayson (Chief Executive BG Group), Julia Deans (CEO of Futurpreneur Canada) and Christy Clark (Premier of British Columbia).
- The partners developed ThriveNorth to enhance entrepreneurship opportunities and empower young people.
- Initial geographic focus was British Columbia-wide, with focus on Northern B.C.
- In Fall 2014, regional scope was narrowed to the Northwest region of B.C., specifically Prince Rupert and Terrace.
- In February 2016, BG Group and Shell combined.





# THRIVE **N**ORTH

Launch and grow your business



## WHY?

Partners share belief that a mix of thriving local businesses and larger development projects is essential for a strong, resilient local economy in British Columbia's Northwest region.

## HOW?

### **Direct support:**

Funding, mentorship, training and networking for young people aged 18-39 who want to start or grow businesses.

### **Marketing and community events:**

Hosting, supporting and attending local community and partner events to connect with and encourage aspiring business owners and share success stories.

Marketing, media and public relations activities to promote entrepreneurship and showcase local entrepreneurs.



## Direct Support

- Training
- Funding
- **Mentoring** (one-on-one and peer)
- **Network building**
- Direct contracting

## ThriveNorth Business Challenge

## Marketing, Communications & Events

- Community engagement through events and activities
- Media and promotions of offerings and opportunities
- **Showcase local young entrepreneurs**
- **Action Entrepreneurship**

- **Customized training:** Offer group training to support those in business planning and expansion phase, and one-on-one coaching for those determining capital requirements and refining funding applications.
- **Diversified funding:** Reach young entrepreneurs at different stages of business (idea, start up , growth) with different capital needs (small project grant, start up loan, prize money and equity match) that find us through different channels.
- **Flexible mentorship:** Match individual mentors with those who access our funding and facilitate peer mentoring for those needing mentor support without financing.
- **Network and business development:** Create educational and networking events to bring people together (Action Entrepreneurship, Business Challenge, Mentor Masterclass) and contract businesses we support where possible (outreach, food service, event planning, marketing)



Pitch preparation training



One-on-one coaching



Creating skilled mentors

### Spotlight: April Link and Chris Ridler



- A husband-and-wife team, Chris and April co-founded Outer Coast Outfitters, an outdoor education, guiding and rental business in Prince Rupert in November 2015.. Chris is a member of the Tsimshian First Nations Community.
- 2015 Business Challenge Finalist (March 2015)
- Peer Mentor Circle participant (since July 2015)
- One-on-one coaching with Futurpreneur Canada's Entrepreneur-in-Residence (August-October 2015)
- Business Planning Workshops (September-October 2015)
- Accepted into Futurpreneur Canada Start-up Program (loan, matched with mentor for 2 years) (November 2015)
- Hired to provide tour and transportation to 2016 Business Challenge finalists from Prince Rupert & , provided pitch feedback to all 2016 finalists before live pitches (May 2016)
- Featured in the ThriveNorth 'My business, my community' video series (campaign kicked off in June 2016)

### Introduction to Entrepreneurship Workshop – Metlakatla Village (July 2016)

- Focused on storytelling and debunking myths about entrepreneurs – e.g. only certain types of people can be successful business owners
- Kept workshop format simple (to maximize engagement opportunities and avoid potential technical issues)
- Highlighted First Nations people engaged in ThriveNorth programming
- Had two ThriveNorth young entrepreneurs at workshop – Tyler Meers Photography and Mucho Gusto Catering (catered lunch)
- Created opportunities for participants to talk about their businesses and business ideas
- Planning to do similar workshops with Kitsumkalum and Kitselas First Nations



## Videos featuring local entrepreneurs



**Evan Van Dyk**  
Founder, Wings Terrace  
Terrace, BC

**Check out his video!**

<http://get.futurpreneur.ca/tn-ewan/>



**April Link**  
Co-owner/Operator, Outer Coast Outfitters  
Prince Rupert, BC

**Check out her video!**

<http://get.futurpreneur.ca/tn-april/>

## Digital Marketing and Promotions



Spotlight on Michelle & Trenton of Silver Grizzly Transportation



After seeing a need in her hometown of Prince Rupert, British Columbia for alternative passenger transportation, Michelle Bryant and her husband, Trenton Gravelle, started Silver Grizzly Transportation this past year.



LEARN MORE ABOUT HOW YOU CAN GET INVOLVED.

Check the ThriveNorth blog regularly for news, updates and inspiration! We talk about upcoming events, learning opportunities, entrepreneurship and business in the Northwest region of British Columbia.

Local young entrepreneurs showcased on our microsite



ThriveNorth @ThriveNorthBC - Mar 10

Amy of Pac10 Tutoring explained that overcoming challenges as an #entrepreneur can be daunting but rewarding.

A graphic for a social media campaign. On the right is a portrait of Amy Dopson, a woman with dark hair wearing a white blazer over a maroon top. On the left is a teal background with white text. At the bottom left is the ThriveNorth logo with the tagline 'Launch and grow your business'. At the bottom right are logos for 'PRINCE RUPERT LNG' and 'futurepreneur CANADA' with the text 'In partnership with'.

"Now I know that although the challenges an entrepreneur faces can be daunting, overcoming them can be an exciting battle. It will empower, strengthen and grow your business and your character."

Amy Dopson  
Pac10 Tutoring  
Prince Rupert B.C.

'Now I know...' social media campaign featuring entrepreneurs sharing advice (4-part series, March 2016)

## Creating a Buzz for Local Business

ThriveNorth @ThriveNorthBC · May 6  
 Stop #1 in the local business tour with our finalists! Thanks Tara from Ruins Boardshop #shoplocal #thrivenorth



1 1 ...

### You asked about BUSINESS OPPORTUNITIES

Small business is the backbone of the local economy. We're doing what we can now to support small business.

Come support local people as they take part in the **ThriveNorth Business Challenge!**

Watch 12 young entrepreneurs pitch their business ideas for a total of \$40,000 in prize money.

See what the emerging business ideas are coming out of the northwest.

You can even cast your vote for the Audience Award!

When: Saturday, May 7 from 2pm - 7:30pm  
 Where: RLM Lee Theatre - Terrace, BC.

Register now at [ThriveNorth.ca](http://ThriveNorth.ca).



ThriveNorth helps young entrepreneurs start or grow their own business. It is a joint initiative between Futurepreneur Canada and Prince Rupert LNG, the proposed LNG project on Skidegate Island. Sign up for our email updates at [www.gettingting.ca](http://www.gettingting.ca) to stay informed. We also encourage you to visit our website and help at our local Prince Rupert office located at 410 2nd Avenue West.



**ABORIGINAL PRESS**  
 ABORIGINAL NEWS AND ISSUES

Cheer on local entrepreneurs!  
 Business Challenge Finals - May 7, Terrace  
 Click here to register!

LIFESTYLE NISGA'A NATION CITIZEN NATION Haida Nation HUSA NATION TLEWETAN NATION TSMISHAN COMMENTARY JOB POSTINGS

4/17/2016 | FOUR ABORIGINAL ENTREPRENEURS MAKE THE CUT IN THRIVENORTH'S 2016 BUSINESS CHALLENGE

Four Aboriginal entrepreneurs make the cut in ThriveNorth's 2016 Business Challenge

By putting their best pitch forward, four aboriginal women have made the cut.

ThriveNorth's 2016 Business Challenge is coming to a head for twelve finalists, four of whom are aboriginal women, in a pitch competition that focuses on marketing and supporting emerging business concepts in the northwest. The finalists were selected in March and in that time they have been trained & coached in perfecting the delivery of their best business pitch to a panel of judges their chance at over \$40,000 in prize money. On May 7th, the judges will select the winners in three different categories - Best New Business, Best New Social Enterprise, Best Growth Opportunity. The

POSTED BY: EDITOR | 5:04 a.m. 2016

Follow on Facebook

ThriveNorth @ThriveNorthBC · May 6  
 Our last stop on the local biz tour! #3 is Wings Terrace, a business we helped get started! #shoplocal #thrivenorth



2 4 ...

THRIVENORTH BUSINESS CHALLENGE 2016

WHO WILL WIN \$10,000 FOR THEIR LOCAL BUSINESS?

THRIVENORTH BUSINESS CHALLENGE 2016

The Winners of the 2nd Annual ThriveNorth Business Challenge are...

BEST NEW BUSINESS	BEST NEW SOCIAL ENTERPRISE	BEST GROWTH OPPORTUNITY
 Winner: <b>\$10,000</b> Blakey Middleton The Sea Shack TERRACE	 Winner: <b>\$10,000</b> Heather Bohn Our Roots TERRACE	 Winner: <b>\$10,000</b> Kristine Ewald and Simone Crook Transcend Fitness TERRACE
 Runner-up: <b>\$2,500</b> Jil Whitham Recipe TERRACE	 Runner-up: <b>\$2,500</b> Andrea Pedrick Juice of Hope PRINCE RUPERT	 Runner-up: <b>\$2,500</b> Johanna Ekens People's Pharmacy TERRACE

Kristine Ewald and Simone Crook of Transcend Fitness won the Audience Award and received an additional \$2,500

Futurepreneur Canada and Prince Rupert LNG congratulate these outstanding entrepreneurs, and all the others that are starting and growing businesses in B.C.'s Northwest!

[www.thrivenorth.ca](http://www.thrivenorth.ca)

## 2016 ThriveNorth Business Challenge Overview

- Launched in 2015, this pitch competition provides young and emerging entrepreneurs with a unique opportunity to pitch their ideas to start and grow their businesses.
- Participants receive valuable feedback on their business ideas, in-person and online training, one-on-one coaching, peer mentorship and the chance to win up to \$10,000.
- **What was new in 2016:**
  - Made the application process more streamlined and clear.
  - In 2015, the 12 finalists received training, coaching and pitching practice. With the introduction of a semi-final round in 2016, we extended this support to more people – 24 semi-finalists.
  - Provided additional training, coaching and preparation for finalists.
  - Opened the Finals to the public, 100 people attended the live pitches, awards ceremony and marketplace (which showcased five local businesses).
  - Audience voted on their favorite pitch at the Finals (Audience Award winner received \$2,500).
- After the competition, there are opportunities for all applicants to remain engaged with ThriveNorth through Peer Mentor Circles, networking and training events, receiving funding and mentoring and coaching.

## Interest and Support from all Levels of Government

- The Hon. **Bardish Chagger**, Minister of Small Business and Tourism, Government of Canada
  - Recorded a video message that was played at the Finals (May 7) and shared through social media (<https://goo.gl/oQ8LIL>)
  - Sent congratulatory letters to winners and runners-up
- **Nathan Cullen**, local Member of Parliament for Skeena-Bulkley Valley
  - Attended the Finals
  - Interested in sharing ThriveNorth information with his constituents through his newsletter
- The Hon. **Christy Clark**, Premier of British Columbia
  - Sent congratulatory letters to winners and runners-up
- **Carol LeClerc**, Mayor of Terrace
  - Provided a welcome message for the printed program at the Finals



ThriveNorth @ThriveNorthBC · May 10

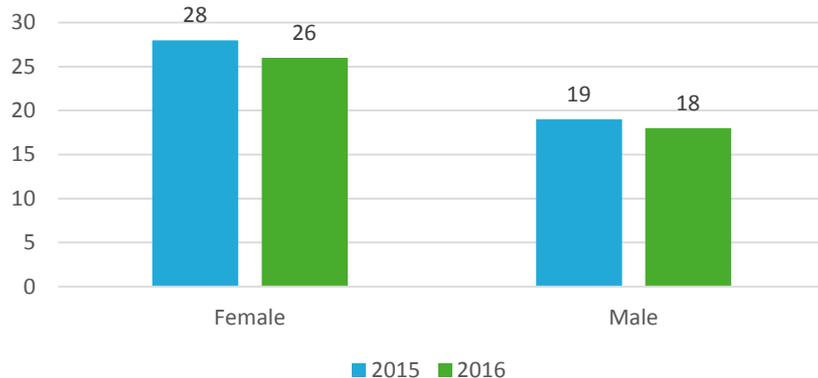
Thank you @BardishKW for your inspiring message to entrepreneurs at our @ThriveNorthBC Business Challenge.



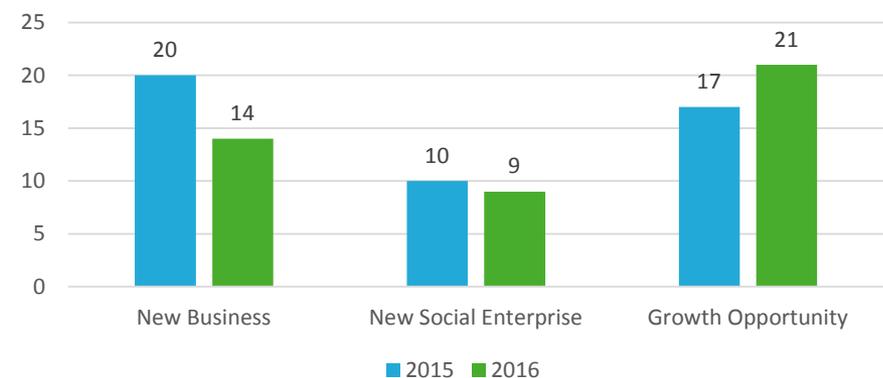
## About our Applicants – 2015 & 2016

- We had 47 (eligible) applicants in 2015 and 44 in 2016. Both years, about one third of applicants (32%) identified as First Nations.

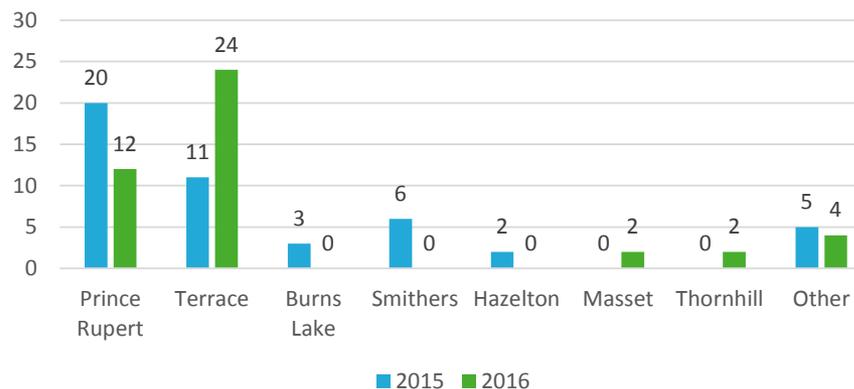
Business Challenge Applicants - Gender



Business Challenge Applicants - Category



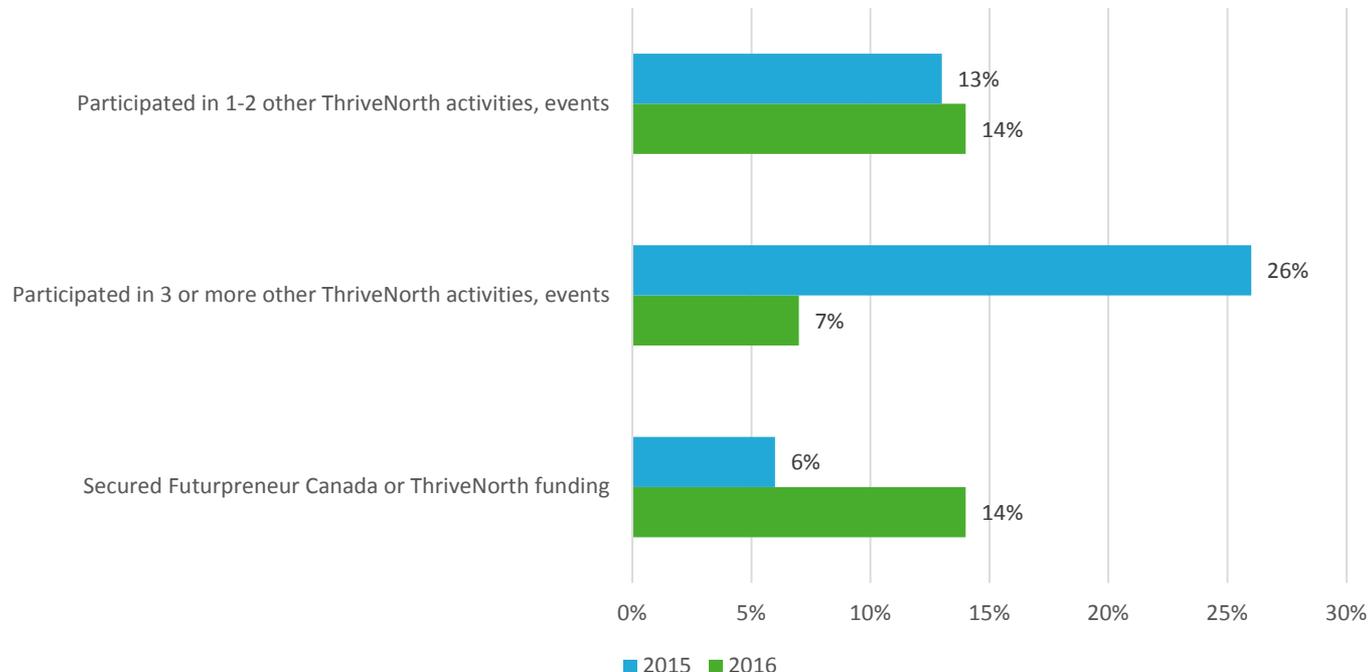
Business Challenge Applicants - City



## Developing an Engaged Community of Entrepreneurs

- The Business Challenge presents an opportunity to engage and support new entrepreneurs . Many applicants remaining engaged and benefit from other ThriveNorth programming, events and funding (Futurpreneur Canada loans, ThriveNorth small business grants and TRICORP equity match loans.)
- Results below up are to June 7, 2016.

Business Challenge Applicants - Engagement



## Seven Outstanding Entrepreneurs Win in 2016!



## 2<sup>nd</sup> Annual Business Challenge – 1<sup>st</sup> Prize Winner Profiles (May 2016)



### **Bobby Middleton – The Saw Shack – Best New Business**

- Has worked more than a decade in forest industry
- Combining experience and passion for working with wood
- Mission to reduce amount of waste wood, salvage usable pieces and process into value-added products



### **Heather Bohn – Our Roots Café Eatery and Community Space – Best New Social Enterprise**

- Graduated from UBC Sauder School of Business Ch'nook program for Entrepreneurship and Community Development
- Vision for “Our Roots” is to be a self-sustaining enterprise elders and youth community space that supports local bakers and harvesters from the Kitsumkalum community
- Target opening – Summer 2017



### **Kristine Ewald and Simone Crook – Transcend Fitness – Best Growth Opportunity**

- Started Transcend Fitness in 2015 with a passion for improving the health and quality of life of Terrace residents – particularly women
- Continuing adding services in response to local demand
- Also received most audience votes and won People’s Choice Audience Award

## ThriveNorth Business Challenge: Photos from 2015



# 4.B.ii. Action Entrepreneurship Community Exchange 27

- Half-day events held in February , 2016 in Terrace and March 2015 in Prince Rupert
- Approximately 40 people attended each event: including entrepreneurs, mentors, partners, entrepreneurship supporters
- Action Entrepreneurship events held across the country (11 in total) leading up to a national Canadian Summit in Toronto in May 2015, 2016
- Learning, networking and idea-sharing
- Featured local entrepreneurs to share their stories and insights launching and operating their businesses



**ACTION ENTREPRENEURSHIP COMMUNITY EXCHANGE:**  
Connecting and Celebrating Terrace's Entrepreneurial Community

Join Futurpreneur Canada's Action Entrepreneurship 2016 Terrace Community Exchange for a half-day of learning, networking and idea-sharing.

**DATE**  
Friday, February 5, 2016

**TIME**  
8:00am – 1:00pm

**LOCATION**  
Best Western Terrace Inn  
4553 Greig Ave., Skeena 1 Room  
Terrace, BC V8G 1M7

For more information and to register,  
[CLICK HERE](#)

Action Entrepreneurship 2016 is presented by



## Action Entrepreneurship Canadian Summit in Toronto

- May 30-31 2016 in Toronto, event featured speakers, networking and training
- Five young entrepreneurs from the Northwest region of B.C . supported to attend
- Over 300 people from across the country attended including entrepreneurs, mentors, partners, entrepreneurship supporters

*What I enjoyed most about the summit was how we evolved into a supportive group from coast to coast. You can't put a price tag on being in a room with so many like minded, passionate and driven people to bounce ideas off and to listen to...the inspiration was amazing.*

– **Jill Whitfield**, Repose, Terrace

*I really liked the guest speakers and sessions. I was so inspired from others experiences and stories of starting with very little and building their empires and ways to go about doing so. I feel SO inspired and can't wait to get back and start taking all this knowledge and putting it into my business.*

– **Marcie LeBlanc**, LeBLANC boutique, Prince Rupert

*The sessions were very well put together and contained some great information. I found some new social media and employee engagement tools that I will be trying back home.*

– **Jeffrey Minhinnick**, Ye Old Chop Block, Terrace





Results up to June 30, 2016

## INVESTING IN THE FUTURE

ThriveNorth empowers young people to start and grow businesses in the Northwest region of British Columbia. It provides emerging business owners aged 18 to 39 with resources, financing, mentoring and connections to other support in their communities. ThriveNorth is a joint initiative between Futurpreneur Canada and Prince Rupert LNG, the proposed LNG project on Ridley Island.

Launched in November 2014, ThriveNorth was created through a five-year partnership established by Youth Business International (YBI), a global network of independent non-profit initiatives supporting youth entrepreneurship. Futurpreneur Canada is YBI's Canadian member and has been helping young and emerging business owners since 1996.



### THRIVENORTH FIVE-YEAR GOALS

- \$707,500** Investment in young entrepreneurs
- 63** Young entrepreneurs funded
- 52** Young entrepreneurs receiving mentorship
- 3,170** ThriveNorth event participants
- 220** Young people accessing training and support

#### COMMUNITY INVESTMENT

**\$316,500** Investment in young entrepreneurs  
+  
**\$294,777** Other community investments  
=  
**\$611,277**

Total investment in Northwest B.C. through ThriveNorth

#### FUNDING

**35** Young entrepreneurs funded

- 19** Have started a new business
- 9** Have grown their business
- 7** Are getting ready to launch

#### COMMUNITY ENGAGEMENT

**2,633** ThriveNorth event participants

#### TRAINING AND SUPPORT

**168** Individuals accessed training and support

#### JOBS CREATED

**58** Jobs created by ThriveNorth funded businesses

#### MENTORSHIP

**22** Young entrepreneurs received mentorship



Active in her community and eager to bring people together, Heather Bohn is preparing to launch a coffee shop, eatery and meeting space in the Kitsumkalum community near Terrace, British Columbia. Our Roots, Café Eatery & Community Space will provide delicious treats and great coffee, as well as a common community space offering programs for youth and elders. Heather received \$10,000 as well as training and support for her business idea by winning the Best New Social Enterprise category in the 2016 ThriveNorth Business Challenge. She is currently in the planning stages of her business and hopes to open in the summer of 2017.



## WHAT WE MEAN WHEN WE SAY...



### COMMUNITY INVESTMENT

The 316,500 investment in young entrepreneurs refers to funding given to local entrepreneurs to start and grow businesses.

The \$294,777 investment in communities includes payments to local suppliers/contractors and community event sponsorships.

The \$611,277 total investment into the Northwestern B.C. economy through ThriveNorth refers to both the investment in young entrepreneurs and the investment in local businesses and events.



### FUNDING

Funding includes loans, prize money and grant matching through the TRICORP equity match partnership.



### COMMUNITY ENGAGEMENT

Engagement is measured by the number of people that attend events organized or supported through ThriveNorth.



### JOBS CREATED

Jobs created refers to jobs for individuals above and beyond the entrepreneur who received the financing.



### TRAINING AND SUPPORT

Training and support through ThriveNorth includes business planning workshops, sponsored training and one-on-one coaching support.



### MENTORSHIP

Mentorship includes one-on-one mentoring relationships or peer mentoring circles.



### THRIVENORTH FIVE-YEAR GOALS

The ThriveNorth goals represent the milestones targeted over five years.

## About the entrepreneurs we funded\*

- Average age: 32
- 74 percent are women
- 42 percent are First Nations
- Geographic location:

City/Area	Percentage
Prince Rupert	35%
Terrace	42%
Other	23%

\*Results include funding dispersed up to June 30, 2016 to 35 young entrepreneurs. They have received funding (loans, prize money and grants) through ThriveNorth. 19 new businesses have launched, 9 existing businesses have grown and 7 are getting ready to launch. The demographic profile excludes the first three entrepreneurs that received funding prior to the geographic scope change and live outside of the ThriveNorth initiative current area of focus.

## About the businesses we funded\*

- 38 percent are co-owned
- 23 percent have created additional jobs
- **Types of businesses:**

Business Type	Amount
Professional services	10
Tourism and Transportation	4
Food Service/Production	6
Physical Fitness Facilities	1
Personal and Pet Services	5
Jewelry/Custom Woodwork Production	2
Technology/Applications	1
Personal Grooming/Retail	2

\*Results include funding dispersed up to June 30, 2016. They have received funding (loans, prize money and grants) Business type breakdown excludes the three entrepreneurs that received funding prior to the geographic scope change and live outside of the ThriveNorth initiative current area of focus.



*"Now I know that family, friends and mentors are integral to running a business, I don't know what I would do without them! They are my sounding board, they reign me in, and they build me up."*

**Hana Niemi**

K9 O'Hana Obedience Training  
Terrace B.C.



## Summary:

- **Futurpreneur Canada works with community partners across BC**
  - Always looking for new community partners to bring our programming to young people wanting to launch businesses
- **ThriveNorth model is replicable and scalable**
  - Does require additional funding to bring on the ground resources and customized services to smaller, more remote communities
  - Find the right partners mix passionate about local economic development, youth retention and entrepreneurship
  - Learn first about the market landscape and service gaps – meet those gaps and/or enhance what's available on the ground
- **Structure community events that incorporate training, showcasing local businesses and networking**
  - Sharing YE stories and those who have established successful businesses in the region makes entrepreneurship real and not just a big city thing ( e.g. ThriveNorth Business Challenge, Action Entrepreneurship, Mentor Masterclass and Marketplace)

## Any Questions? Don't hesitate to get in touch!

Joanne Norris, Project Manager, Vancouver

[jnorris@futurpreneur.ca](mailto:jnorris@futurpreneur.ca)

604-598-2923 x4107

Katy Carr, Community Coordinator, Terrace

[kcarr@futurpreneur.ca](mailto:kcarr@futurpreneur.ca)

250-639-4633

Paulina Cameron, Regional Director, Vancouver

[pcameron@futurpreneur.ca](mailto:pcameron@futurpreneur.ca)

604-598-2923 x 4104





**OUTER COAST**  
OUTFITTERS

April Link & Chris Ridler  
Co-Owner / Operators

# What We Do around Prince Rupert

## Tourism

- Guiding
  - Canoeing
  - Hiking
  - Snowshoeing
  - Boating
- Rentals
  - Canoes
  - Snowshoe packages

## Locals

- Outdoor Education
  - Kids Camps
  - After School Programs
  - Canoe training for adults and youth



# Our Story



# Why we do it



# Connection to Our Area



# Supports We Used

## Ideation

- Early research advice and Business Bootcamp - Community Futures
- Thrive North Business Challenge

## Business Planning

- Business Plan Advising – Community Futures and Futurpreneur
- Business Plan Coaching – Futurpreneur
- Futurpreneur Start-up Loan & Mentorship Program
- Self-Employment Benefits Program – Hecate Strait

## Start-up

- Peer Mentor Circle – Thrive North

# Keys

- Hardest to go from ideation to planning
- Youth-driven & -oriented supports
- Small business culture
- How to take what we know & want and use it to build our way-of-life
- Financial supports



# Contact

- [www.outercoast.ca](http://www.outercoast.ca)
- FB: Outer Coast Outfitters
- Instagram: @outer\_coast
- 1-855-622-2029
- [info@outercoast.ca](mailto:info@outercoast.ca)

