

ANNUAL REPORT SPPC 2023



Small Business
Centre | London

BUILDING COMMUNITY THROUGH ENTREPRENEURSHIP

Presented by London Small Business Centre
Steve Pellarin

Our mission is Business!



Stimulate, Promote and Support the entrepreneurial spirit, start-up and early growth of **small business** to actively contribute to the economic development of **London**

Our passion is People!

People pursue business ownership for many reasons; **Freedom, Opportunity, Necessity**. When we support a business, we are **Positively** impacting **Lives**.

City of London – A Founding Partner

1986 - City of London was one of 5 founding members of the incorporation, created in response to a provincial RFP for business incubators.

1997 - Province contracted with City of London to deliver its Small Business Enterprise Centre (SBEC) initiative at the London SBC. Years later the province would contract directly with LSBC.

There are 54 SBECs across the province and London is one of only a few that operates independently of the municipality.

2019 - The first multi (4) year agreement with the City of London.



Who we serve

Stage of business development

23.5% 

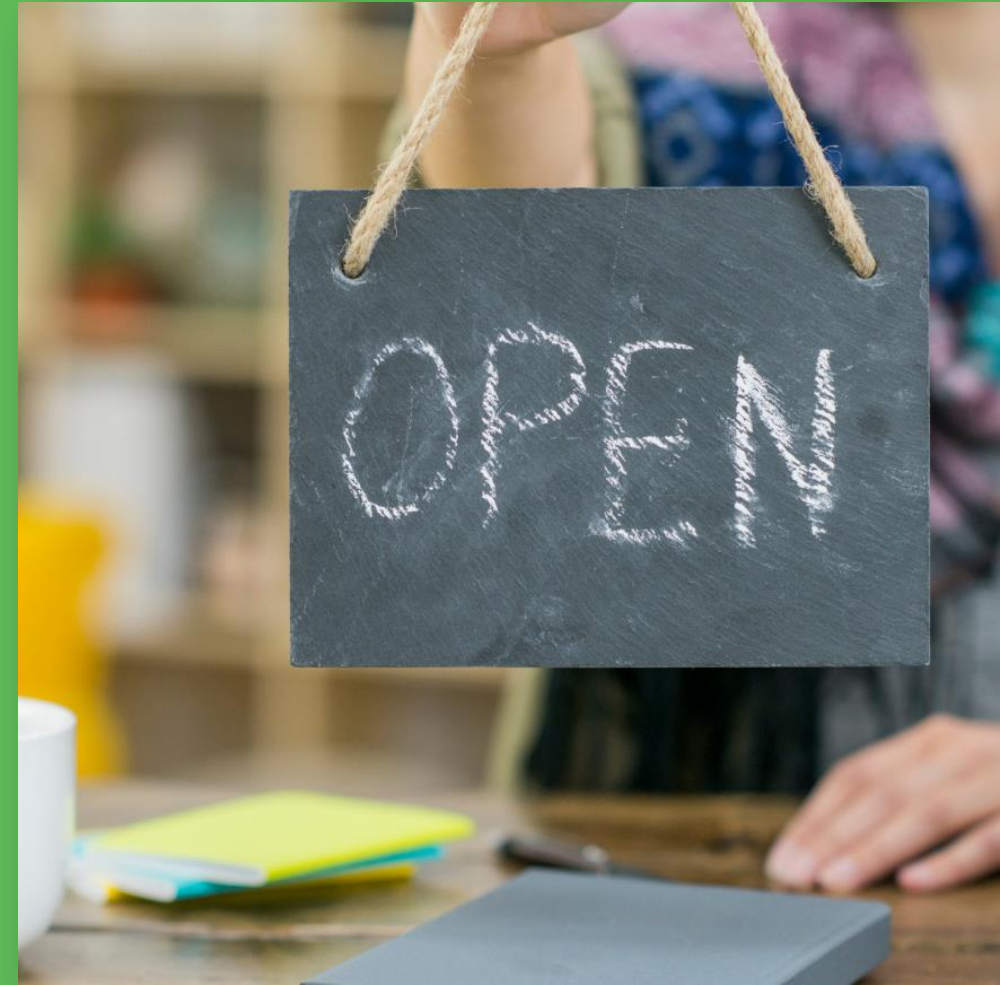
INVESTIGATING

 44.5%
START UP

32% 

EXISTING

*Status at first contact



Who we serve

A cross section of Londoners

60%
WOMEN



15%
UNDER 30



20%
IMMIGRANTS



11%
UNEMPLOYED



Who we serve

Industries



20% Food Related



5% Arts, Entertainment & Recreation



11% Retail



8% Professional & Technical Services



7% Construction



4% Wellness



How we serve

Services



Starting a Small Business Series

Start up and industry specific seminars, offered bi-weekly and quarterly



Access to Professionals

- Legal
- Accounting
- HR
- Insurance
- Social Media and Digital Marketing



Advanced Business Series & Growth Programs

Industry targeted growth programs



Coaching and Advisory

Free consultations by appointment

How we serve

By the numbers



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+170

Training Sessions/Workshops

2733

Total Attendance

1391

Consultations

+4500

People Engaged



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Jerrah Reviles
Saisha Patisserie
My Main Street Local
Accelerator Program



Luna MacLeod
Lunar Hot Sauce
Foodpreneur Advantage Scale-Up



Nick Taylor
Future Stars
Summer Company Program

Entrepreneurial Programs



Kirstie Leedham
Hello Maker
Starter Company Plus

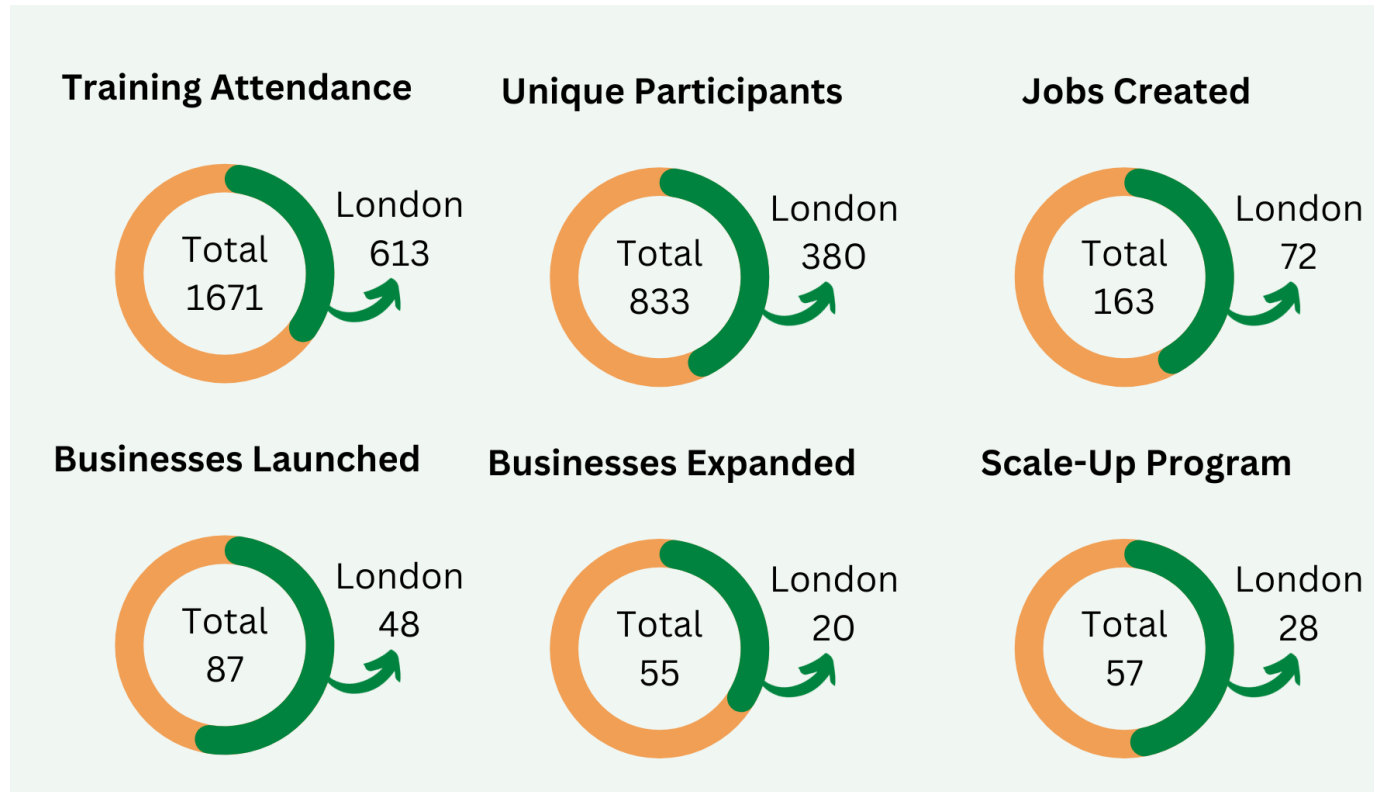


Marcelo & Ticiana Braga
Fritos & Co
Foodpreneur Advantage Scale-Up



Angel Tsiga
The FIX Inc.
My Main Street Local Accelerator Program

A regional collaboration led by London SBC



*Since Program launch - April 2021

Targeted programming for the Food and Beverage Sector

8 Municipalities



This project is funded in part by the Government of Canada through the Federal Economic Development Agency for Southern Ontario.





Main Street Local Business Accelerator Program Final Report



180 Businesses served

14 New businesses launched

26 Businesses growth supported

\$400K in non-repayable contributions to businesses

Investment

\$57K City investment = \$630K leveraged investment from FedDev / EDCO
Includes \$400K Non-repayable funding contributions for small businesses



Economic
Developers
Council
of Ontario



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MAINSTREET
LONDON



Connecting Immigrants and Newcomers to London's Entrepreneurial Support Network

Collaborated with six organizations to deliver "Starting a business in Canada/London" workshops across the City.



- 6 presentations
- Translated to 7 languages
- 307 total attendees

19% of attendees engaged in other SBC services, following the presentations.



Starter Company Plus

Entrepreneurial training and grant program

22

Businesses

26

New jobs

\$150,750

Total grants disbursed

\$ 654,000

Total leveraged investment



Total Economic Impact From Program Activity

Targeted Programs

5

193

New businesses launched
or expanded

New Jobs

374

Note: This excludes the impact of hundreds of businesses and individuals who engage our advisory services, seminars and webinars “a la carte” without formally engaging in a program or continued relationship. That is the “Resource Centre” offered to the community, through which thousands of inquires are received each year.



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Behind every business there is a person



“I’ve never been through a business mentorship program before, so I really didn’t know what to expect. But I was blown away by the quality of the mentors, the involvement that the Foodpreneur Advantage program had in my own business, the support, and the connections. I highly recommend it to anyone getting started or is at that next level to scale up their food business. I’m extremely grateful for this opportunity.”

Jenna Goodhand - Cafézia



“The Small Business Centre advisor has been fantastic! He’s our go-to if anything comes up. He spoke to the City’s zoning office on our behalf, connected us with trades people when we were ready to renovate, and is a good person to bounce things off of.”

Leon Forest - Chez Leon Breads



“The Small Business Centre helped a lot. I learned about budgeting and setting up a schedule and priorities. I also learned how hard it is to make money, and that being an entrepreneur isn’t always the easiest because you have to rely on yourself to get things done.”

Brendan Talbot – Talbot Yard Works



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Proud Founding Member:



Thank you!