

ENTREPRENEURSHIP CHOICE **SUCCESS**



# Growing YOUR BUSINESS?



**We Can Help!**  
*ASK US HOW*

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**Established in 1986**



**Our Mission:**

*"To stimulate, promote and support the entrepreneurial spirit, start-up and early growth of small business to actively contribute to the economic development of London."*

**What We Do:**

- Business planning and strategic guidance
- Consultations; seminars; in-depth courses
- Networking and business development opportunities
- Access to government programs and assistance

## Who We Serve:

### Entrepreneurs and those aspiring to be entrepreneurs

- 26% are in the “investigation” stage
- 59% are in the start-up stage
- 15% are existing businesses
- 34% are under the age of 30
- 17% are over the age of 50

*\*Status at time of initial contact*

## Accomplishments \*

- Supported 275 business launches and provided assistance to hundreds more.
- Directly impacted the creation of 333+ jobs.
- Helped 103 entrepreneurs access startup and growth funding.
- Enrolled 360 people in comprehensive startup programs.
- Conducted over 2100 business consultations to fledging entrepreneurs and existing businesses.
- Facilitated over 650 hours of workshops and seminars.
- Engaged over 70 volunteers and leveraged more than 800 volunteer hours, to connect entrepreneurs to business mentors and professionals.

*\*most recent fiscal year end*

# Innovation and Collaboration

## Entrepreneur Support Network

- SBC, TA, LEDC, Pillar, Fanshawe, Western, UnLondon
- Leadership and coordination of support ecosystem
- Response to community input and discussion

## Food and Beverage Programming w/LEDC

- 8 industry specific workshops in last 9 months
- Over 200 attendees
- 15 new businesses
- City services engaged as guest presenters

# Community Collaboration

## Strategic Partnerships:

- Youth Opportunities Unlimited – *NexGen, a program to introduce youth at risk to entrepreneurship*
- Goodwill Industries – *Impact Loans, addressing poverty with micro loans to support self employment*
- RISE Asset Management – *Entrepreneurial supports for individuals with mental health and addiction Challenges*

# Collaborative Opportunities

## Service London Business

- Start-up Regulatory Guides
- Joint seminars

## Municipal/Provincial Partnership

- One of 56 Small Business Enterprise Centres across Ont.  
Municipal support seen as critical to provincial spending

## Community Partnerships

- Growing demand for customized programs, based on demographic and industry sectors

# Announcements!

## **StartWise:**

Pilot project partnership with Province and St. Thomas SBEC  
Training and awards of \$1,000 to \$5,000 (22 recipients)  
Net 12 full time jobs and 14 part time jobs

## **EPIC Event!**

Entrepreneurs; Promote, Inspire, Connect!  
October 19<sup>th</sup>, London Convention Centre  
Keynote: Barb Stegemann