



# DEVELOPING ENTREPRENEURIAL SUCCESS




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March 26, 2018



**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."*

- 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 established businesses
- 30% are under the age of 30
- 17% are over the age of 50

*\*Status at time of initial contact*



## Who We Serve:

Multiple Sectors and Industries

- 15% Retail
- 13% Food related
- 10% Arts, Entertainment & Recreation
- 6% Professional and Technical Services
- 6% Construction
- 6% Wholesale

*24% are non categorized "other services"*

## COACHING & MENTORSHIP

Personalized guidance and feedback for start-ups and growth businesses

- 5,024 business inquiries
- 1,940 individual consultations (Growth Wheel Certified Coaches)
- 75 Access 2 Professionals consultations (partner firms)
- 28 Active volunteer mentors

*\*most recent fiscal year end*

## TRAINING & SKILLS DEVELOPMENT

Providing entrepreneurs with the knowledge and skills they need to be successful

- 180 Sessions / 550 hours of training
- 1,110 Unique Participants



*\*most recent fiscal year*

*A few program and partnership highlights...*

## Municipal Partnership

- Service London Business – *Food related regulatory workshops. Offered quarterly, includes planning, fire, and health departments.*
- Small Business Enterprise Centre (SBEC) – *Provincial/Municipal partnership. Member of ONE – Ontario Network for Entrepreneurs. **Municipal investment leveraged 4X.***
- *Delivery partner for Ontario Works Self Employment Program – 56 new startups in 2017.*



## Food and Beverage Production Accelerator Program

Facilitated peer mentoring; growth grants up to \$5,000 for new businesses 1-3 years.

Partners: London Economic Development Corporation; Ministry of Economic Development and Growth



7 mentee participants; 7 industry mentors

Job growth from 41 to 51 (10 net new jobs in 4 months)

Total leveraged investment of participants: \$345,000

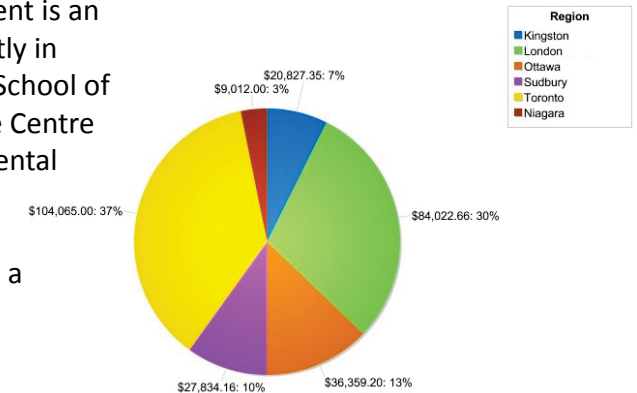
## ECONOMIC IMPACT

- 299 New businesses launched
- 341 New jobs reported
- \$295,000 in startup grants provided (69 Recipients)  
*Startup grants are typically leveraged 4 to 5 times*
- \$134,800 Accessed from community loan programs (14 Recipients)

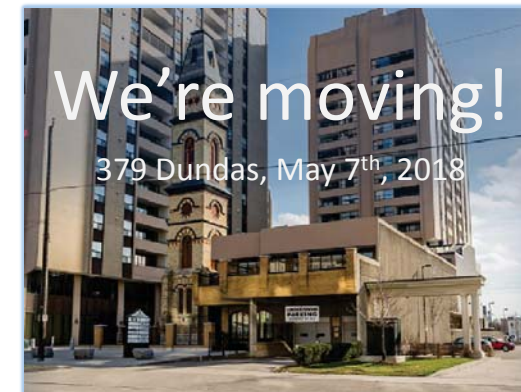
*\*most recent fiscal year end*

## Rise Loan Program

- Low interest small business loans, training, and mentorship to entrepreneurs with a history of mental health or addiction challenges
- Rise Asset Development is an initiative created jointly in 2009 by the Rotman School of Management and the Centre for Addictions and Mental Health (CAMH)
- London SBC has been a partner since 2015



Sum of loan capital disbursed fiscal 2017



# We're moving!

TWICE!

