



DEVELOPING ENTREPRENEURIAL SUCCESS



Steve Pellarin
September 30, 2019




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."

Our team of 7 staff deliver:

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



The City of London: A Partner Since Inception

1986 Created in response to a Provincial RFP to municipalities to launch business incubators. City of London was one of 5 founding members of the incorporation.

1986 to 1990 Operated exclusively as a manufacturing incubator in a 65,000 sq. ft City owned building on Oxford St East.

1990 to 1997 Various Federal and Provincial self employment programs added with the City of London being named as a third party in numerous projects.

1997 Province contracted with City of London and the Small Business Centre to deliver its Small Business Enterprise Centre (SBEC) initiative. Over the next 10 years the SBEC network would grow to over 50 municipalities, of which London was proudly the 2nd to launch.

2003 Incubator closed after serving 18 years; the longest and most successful of the eleven-original provincial/municipal incubators.

2004 Relocated to 316 Rectory St (Western Fair) and expanded training facilities and programs. City of London renewed its funding relationship and revised the reporting structure.

2018 Relocated to 379 Dundas

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

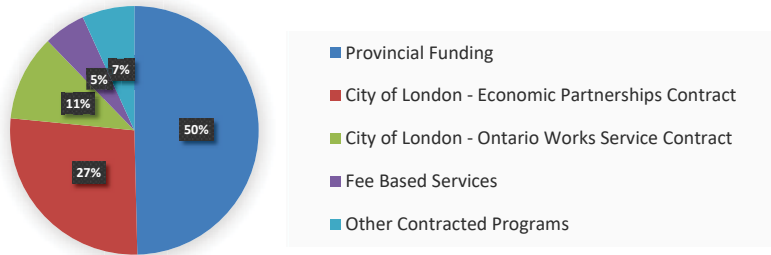


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Funding Sources:

2019/2020



Growing Our Economy

A supportive environment where entrepreneurs and businesses thrive:

The SBC is the City's only full-time drop-in business resource centre, where all Londoner's can access essential business start-up information and resources; meet with business advisors; and participate in a variety of weekly training sessions.

A gateway to Service London Business, the SBC works actively with City staff to disseminate regulatory information and to connect businesses with the City's economic development entities.

Who We Serve:

Entrepreneurs and those aspiring to be entrepreneurs

- 24% are in the "investigation" stage
- 57% are in the startup stage
- 17% are established businesses
- 27% 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
- 7% Professional and Technical Services
- 5% Wholesale
- 4% Construction

26% are non categorized "other services"

Growing Our Economy

Fostering business growth and job creation with targeted training and mentoring:

Advanced Business Seminar Series
Various topics offered monthly.

ScaleUp Food And Beverage Production Accelerator
An LEDC partnership. 3 Month mentorship program.

Starter Company Plus - A provincial training program with grants up to \$5,000.

Growing Our Economy

Assisting unemployed people to transition to sustainable self-employment:

Ontario Works Self Employment Program.

Rise Program – In partnership with RISE Asset development Toronto. Mentoring and financing (loans) for people with mental health and addiction challenges.

Summer Company – Provincial program to assist students launch summer ventures.

Growing Our Economy

Assisting unemployed people to transition to sustainable self-employment:

One-time Projects completed in 2019

- WIL's Refugees Economic Integration Strategy (WREIS). In partnership With WIL Employment, a series of 8 introductory workshops on small business. Delivered in Arabic.
- EnterPRISEing Youth Plus, an intensive 8 week program of online and in-class training targeted to youth with mental health and addiction challenges.

TRAINING & SKILLS DEVELOPMENT

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

- 184 Training Sessions/Workshops
- 1706 Participants
- 5 Targeted Programs



**most recent fiscal year*

COACHING & MENTORSHIP

- 1,569 Individual consultations
- 41 Volunteer mentors, subject matter experts and presenters

Margaret Coons, Nuts for Cheese, launched her business in 2015 with help from the SBC. Today she volunteers her expertise in our Food & Beverage Production ScaleUp Program, inspiring other small business owners.



ECONOMIC IMPACT

- 154 New businesses launched
- 314 New jobs reported among new and existing active clients

**Most recent fiscal year*

Only represents actively engaged clients, i.e. relationships with business advisor staff. Most SBC clients access a few seminars and other services periodically without engaging with a coach/business advisor. Hence, the above impact metric is a very conservative measurement.



SOCIAL IMPACT

People-focused, we provide information to make informed decisions

Sometimes the best possible outcome for someone is

NOT to start a business

94% of people who engage in training rate it as “excellent or very good”



LOOKING FORWARD

- Actively seek new sources of revenue and resources to replace lost provincial funding
- Add sector specific “business growth” programming e.g. Construction and Trades, Retail
- Introduce workshops that address the growing participation in the GIG Economy
- Continue to identify and resource new programs/projects for newcomers, unemployed, and other groups facing barriers to employment

Thank You!

For monthly SBC Client Showcases visit www.sbcentre.ca



Growing London's economy one job at a time, when one leads to many!