

The logo for the Small Business Centre features the text "SMALL BUSINESS CENTRE" in a bold, black, sans-serif font. To the right of the text is a stylized graphic consisting of a blue swoosh that curves upwards and then downwards, with a small yellow circle at its peak. The entire logo is set against a white background that is partially framed by a blue and yellow wavy border at the top of the slide.

**SMALL
BUSINESS**
CENTRE

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 Clients

- 35% are in the “investigation” stage
- 48% are in the start-up stage
- 17% are existing businesses

- 24% are under the age of 30
- 52% are between the ages of 30-50

Our Clients

- Small Businesses with fewer than 5 employees
- Self employed individuals

Two Service Streams

- Entrepreneurial Programs
- Entrepreneurial Services

Entrepreneurial Programs

- The SBC has a number of contracts with various levels of government to deliver entrepreneurial training to individuals as a back to work strategy.
- Individual must meet strict gov't eligibility requirements to participate, often based on demographic criteria.

Entrepreneurial Programs

- Inherent in all programs is the core belief that a well researched and thought out business plan increases an individual's chance of success. All programs have in-depth business planning workshops, one-on-one advisory support and an element of income/financial support.

Entrepreneurial Programs

- Program funding partners include The Ministry of Training Colleges and Universities; The City of London Ontario Works; The Ministry of Economic Development, Trade and Employment; Service Canada.
- Collectively 125-150 businesses will launch each year, with the assistance of the programs. 3X that amount will begin the application process and receive guidance and training.

Entrepreneurial Services

- Unlike Programs, Services are available to everyone.
- Funded by the City of London, The Ministry of Economic Development, Trade and Employment, corporate sponsorship and user fees.
- Supported by over 20 corporate sponsors.

Entrepreneurial Services

Includes a full array of services designed to assist entrepreneurs in the planning, start up and early growth stages of business:

- Free consultations
- Seminars and workshops
- Networking opportunities
- Information Resources

Foster and Celebrate Entrepreneurship!

- Bridges to Better Business Conference
- Venture London Business Competition
- Summer Company for students

Each year we engage over 70 volunteers and leverage more than 800 volunteer hours!

By the numbers...annually

- Conduct more than 2500 consultations
- Facilitate over 800 hours of workshops
- Provide more than 40 outreach presentations to schools, community groups and downsizing firms
- Assist in the development of 400 business plans

Annual Economic Impact

- Assist over 200 unemployed individuals to find work through self employment.
- Actively contribute to the start-up or growth of 300 businesses.
- Directly impact the creation of more than 380 jobs.

The 2-3 Year Plan

- Improve efficiencies in our current service offering through collaboration. i.e. TechAlliance, BizInc, regional business centres, etc.
- Continue to advocate for and seek resources to the benefit of all entrepreneurs, i.e. access to start-up and growth funds.
- Expand service offering to existing businesses, i.e. “growth program”.