

ANNUAL REPORT 2021



IMPROVING PEOPLE'S LIVES THROUGH ENTREPRENEURSHIP

Presented by London Small Business Centre
Steve Pellarin

An engaged team supporting big dreams



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

Who we serve

Stage of business development

30% 

INVESTIGATING



41%

START UP

29% 

EXISTING



Who we serve

A cross section of Londoners

63%
WOMEN



24%
UNDER 30



19%
50+



15%
UNEMPLOYED



Industries



20% Retail



8% Arts, Entertainment & Recreation



14% Food Related



5% Professional & Technical Services



14% Construction



5% Wellness

How we serve

By the numbers



+ 200

Training Sessions/Workshops

5

Targeted Programs

3334

Training Attendees

1786

Consultations



Increase from 2020

78%

14%*

* Demand exceeds capacity

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 Seminar Series & Growth Programs

New topics offered every month
Industry targeted growth programs



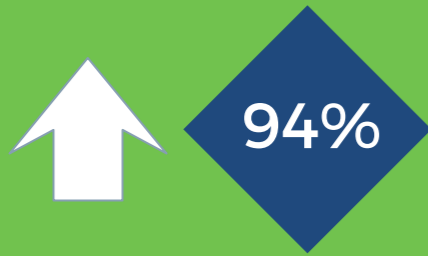
Coaching and Advisory

Free consultations by appointment

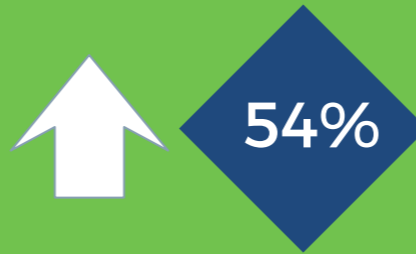
Covid Impact

Requests For Service

Existing business



Retail business



1 in 5 identify as
Equity Seeking/Racialized Population

New Program

Launched in April 2021

A regional collaboration led by London SBC



Training → Mentoring → Access to Capital

Funding provided by:



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



Delivery partners:



Community Partners:



London *Since launch – 6 months* **Total**

Training Attendance



Unique participants



Comprehensive Online Training for Startups in the Food and Beverage Sector

Business starts



Participants accepted into Scale Up Program



Scale Up Program for early growth food and beverage manufacturing ventures that produce consumer packaged goods.

Jobs created



New Program

Coming Soon!



Local Business Accelerator Program



Advisory Support

Dedicated Main Street Ambassadors/Coaches

Research

Customized marketing research and data analysis

Investment

\$630,000 leveraged investment from FedDev

Non-repayable funding contributions for small businesses

Provincial Micro Grants



32

Businesses

41

New jobs

78

Jobs
preserved/impacted

\$147,000

Total grants disbursed

\$1,255,000

Total leveraged investment

Investing in People, Driving Prosperity and Fostering Community

Connecting

Entrepreneurs, Industry Leaders,
Students and Community
Organizations

+ 4,500 people engaged!

New Businesses launched

186

New Jobs

378



Behind every business there is a person



“The London Small Business Centre has an open-door policy, and I know that when I need advice, guidance or support, they are a resource in my back pocket.”

Michaelanne Hathaway - Stache Fabric & Notions



“SBC staff is always ready to help, whether to advise, guide or give you a resource.”

Matt & Grace Stelpstra - Ontario Deck Railing



**“With the help of the Small Business Centre,
I could see a great future for my business.”**

Yam Gurung - Momos at the Market



**“London Small Business Centre has been very
helpful for us as we have been participating in the
different training sessions, including business plan
writing, tax return, marketing, and a lot of other
references.”**

*Perpetue Nitunga - London French Day
Care Centre*

Thank you!