

ANNUAL REPORT SPPC 2022



IMPROVING PEOPLE'S LIVES THROUGH ENTREPRENEURSHIP

Presented by London Small Business Centre
Steve Pellarin

Our mission is Business!

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 passion is People!

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

Who we serve

A cross section of Londoners

63%
WOMEN



19%
UNDER 30



19%
IMMIGRANTS



24%
50+




Who we serve

Stage of business development

34% 
INVESTIGATING

 **41%**
START UP

25% 
EXISTING

*Status at first contact



Who we serve

Industries



23% Food Related



5% Arts, Entertainment & Recreation



18% Retail



4% Professional & Technical Services



7% Construction



4% Wellness

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 Series & Growth Programs

Industry targeted growth programs



Coaching and Advisory

Free consultations by appointment

How we serve

By the numbers

215

Training Sessions/Workshops

3517

Total Attendance



2070

Consultations

6499

Inquires



Santiago Ramirez
Forest City Microgreens
Foodpreneur Advantage program



Rosemary Ehiemua
Roswen Enterprise
Main Street Starter Company Plus



Khodor Masri
Custom My Shirt Boutique
Ontario Works Self Employment Program

Entrepreneurial Programs



Dami Rodrigo
Ceylon Select Tea
Consultation & Training



Troy Blackwell
Top Knotch Paracord
Summer Company Program



Funmi Ogunshote
Amazing Bakery
Foodpreneur Advantage Program

A regional collaboration led by London SBC

Training ➡ Mentoring ➡ Access to Capital

Funding provided by:



This project is funded in part
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Southern Ontario.



Community Partners:

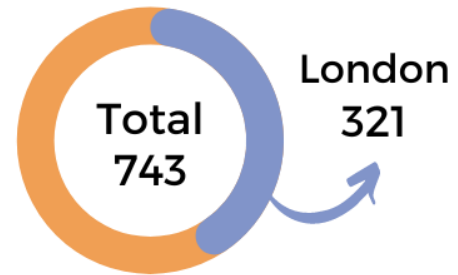


Delivery partners:

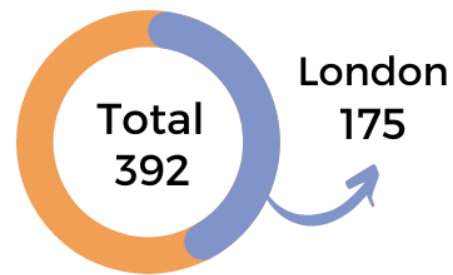


Comprehensive Online
Training for Startups in the
Food and Beverage Sector

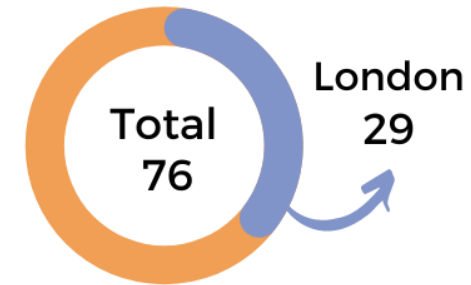
Training Attendance



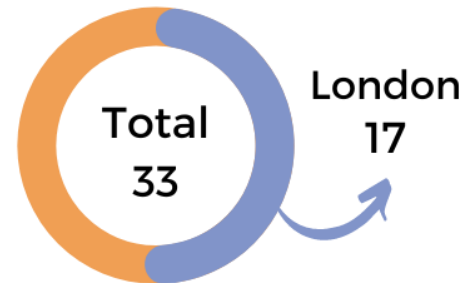
Unique Participants



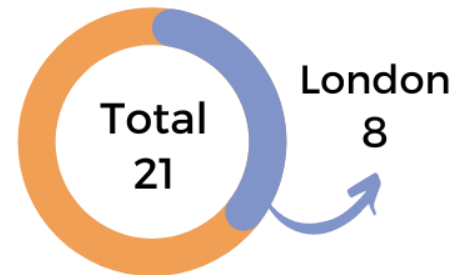
Jobs created



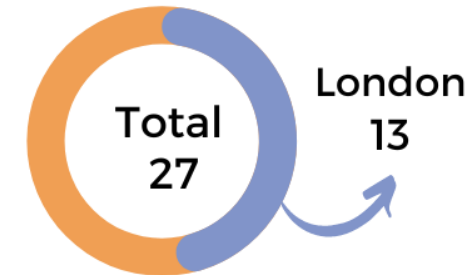
Businesses Launched



Businesses Expanded



Scale Up Program



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



Local Business Accelerator Program

6 months progress report

166 Businesses served

38 Funding applications facilitated

\$270K in non-repayable contributions to businesses



Investment

\$57K City investment = \$630K leveraged investment from FedDev / EDCO

Includes \$400K Non-repayable funding contributions for small businesses



59

Customized market analysis reports presented to merchants

120

Referrals made to external financial support programs

What our merchants have to say:

“Rachelle is amazing, so supportive, available and always a helping hand when you need it. She goes out of her way to ensure we are getting the best support possible, that we know what's available to us through current opportunities and hurdles. She is truly an asset” - ANNDining



Starter Company Plus

Entrepreneurial training and grant program



21

Businesses

36

New jobs

21 X \$5,000

Total grants disbursed

\$1,056,000

Total leveraged investment

Total Economic Impact From Program Activity

Targeted Programs

5

176

New businesses launched
or expanded

New Jobs

296

Note: This excludes the impact of hundreds of businesses and individuals who engage our advisory services, seminars and webinars, “a la carte”, without formally engaging in a program or continued relationship. That is the “Resource Centre” offered to the community, through which thousands of inquiries are received each year.

Behind every business there is a person



"These advisors understand small business owners' issues and the challenges they face. It's nice to be provided with the necessary guidance. They always seem to direct me in the right direction. The Small Business Center is an amazing asset to me and all entrepreneurs!"

Andrea Agora – Mobility Massage London



"I think many business owners do what it takes to get by, but the London Small Business Centre showed how to grow and scale business and ultimately be successful!"

Luke Thomas – Healthy Eats



"The London Small Business Centre not only provided a small business grant to help me grow my business but also provided group meetings with other small businesses. We could discuss our challenges and learn how to grow our businesses together during challenging times. "

Joanne Custy - Happy Tails Doggy Spa and Pet Boutique



"Starting and running a small business can be a daunting and overwhelming venture. The SBC takes a lot of the guesswork out of the equation by answering questions beforehand, rather than relying on the trial-and-error approach. Utilizing these services gave me the confidence to jump right in and get started rather than delaying our opening while running around town searching for information."

David Vine - Stem2Stern

Thank you!



Proud Founding Member:

