



Regional Enterprise Networks As Partners In Fostering Entrepreneurism & Business Growth



Our Vision is one of a
VIBRANT *and*
ENTREPRENEURIAL
Nova Scotia



CEED delivers **INNOVATIVE** programs that
EMPOWER individuals and communities
to achieve their full **POTENTIAL**

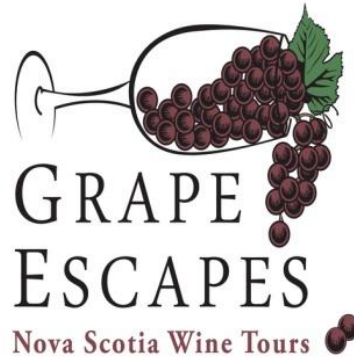
Programming

- ❑ Entrepreneurship education in primary, secondary and post-secondary
- ❑ Youth programming
 - Camps
 - Youth Employment Skills (YEP)
- ❑ Incubation, acceleration & business skills training
- ❑ Financing (HRM only)



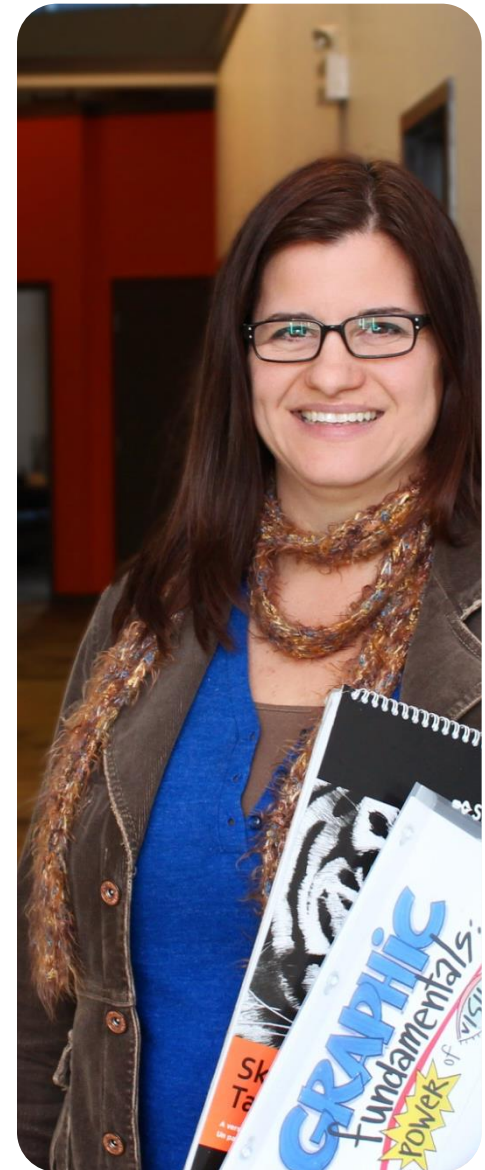
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The Value of Entrepreneurs to Non-Urban Communities

- The “branch plant” initiative has flaws
 - Absentee “landlords”
 - Incentive dependent
 - Wages tend to be low
 - Little wealth accumulation
- Entrepreneurs tend to reinvest their wealth in their community
- Earnings of self-employed entrepreneurs tend to be higher than equivalent positions in branch plants
- The community becomes the market and support system
- The knowledge vests in community
- Scaling and export benefit the region to a greater extent
- Non-urban communities offer quality of life advantages



Servicing The Province

- ❑ CEED proposes to bring its programming and expertise to areas outside of Halifax by leveraging a partnership with the RENs and using established technology
- ❑ Programming for prospective entrepreneurs and start-ups
- ❑ CEED's training and advisory services coupled with the RENs community support
- ❑ "The locals know where the thin ice is"



Partners in Virtual Acceleration

- CEED will provide training and advisory via distance
- RENs will coordinate “Communities of Practice”
 - Members share a learning need
 - The collective learning bonds participants
 - The interactions between participants produce resources that enhance the learning experience



CEED's Commitment To Participants

- Distance delivery of a customized curriculum that is focussed upon developing a sustainable business model (Business Model Canvas)
- Applicant screening
 - Business concept assessment
 - Prior learning assessment
 - Interview with participants to determine areas of strength & weakness
- Provision of specific business skills training
- Access to advisory services during program and three months thereafter
- Pre-financing assessment
- Continued access to discounted services as CEEDling
- CEED provides CoP training to applicable REN staff and mentors



Requirement from RENs

- Formation and hosting of Communities of Practice
- Participation in CoP training
- Recruitment of local mentors and guest speakers to provide a community focus
- Provide “eyes on the ground” to the CEED team



Outcomes

- Transfer of knowledge and skills necessary to build a sustainable business model
- Business plan based in reality and ready to finance
- Prospective entrepreneur is pitch-ready
- Supportive environment to launch
 - Community support
 - Remote advisory



Thank you