

Northern Community Economic Development

Application Form

NAME OF ORGANIZATION: Community Futures Central Island in partnership with the Qualicum Beach and Parksville Chambers of Commerce & Simon Fraser University		AMOUNT REQUESTED: \$10,000
MAILING ADDRESS: #14 - 327 Prideaux Street, Nanaimo, BC V9R 2N4		
CONTACT PERSON: Jolynn Green, Executive Director	TELEPHONE NUMBER: [REDACTED] FAX NUMBER: N/A	E-MAIL ADDRESS: [REDACTED]

PROJECT TITLE: LEAP: Local Entrepreneurial Accelerator Program (anticipated delivery August - December 2019)
PROJECT DESCRIPTION: <p>The purpose of LEAP is to focus and accelerate the start-up of new business, or a pivot concept of an existing business, contributing to a vibrant and inclusive economy in the Oceanside/Lighthouse Region.</p> <p>The overarching goal is for participants to determine whether their business idea is viable - to test their hypothesis. Based on the lean start up and business canvas model, participants test and pivot their business idea leading to their core value proposition. The 13-week program is a flipped classroom model with much of the real work done outside the classroom. The "LEAP! Launch Event" exposes participants' business ideas in a public way; admissions are divided among pitchers as capital injection along with fundraised contributions from the community. The launch event is the way to reveal to the community their venture, demonstrate viability, garner support, & get over their fears and barriers to self-promotion. It is where participants show viability and the community shows validation.</p> <p>Each week over the period of 8 weeks' participants will complete 3-4 hours of pre-work which includes videos and readings as well as dedicated time outside of class time to applying lessons learned. Each week participants will come together in a classroom setting; this facilitated session by SFU participants will report out on what they have learned, problem solving, debrief on subject matter and exchange thoughts creating a culture of 'coopetition'. After Week 8 "Practice Pitch" we will work with participants for 2 weeks to perfect their pitch, readying them for the "LEAP! Launch Event". Upon completion of the LEAP Launch Event we will work with participants for 2 more weeks assisting them with outreach into the community. This allows transitioning classroom to real world; gaining momentum and the discipline it takes to be an entrepreneur and to run a successful venture. Our goal is to have 10 participate in LEAP; 6-8 participants will be new startups; the 2-4 participants will be existing entrepreneurs who want to investigate a pivot concept.</p> <p>Each participant will be asked to contribute a \$100 participation fee; we will expect serious commitment. We will gauge participants for aptitude, attitude, and entrepreneurial characteristics prior to acceptance.</p>

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UPDATE: We will be providing our final report for the Inaugural Oceanside LEAP February to April 2019 in May of 2019.

We wanted to let you know we we had fabulous success with LEAP in the Oceanside area. We had 24 individuals apply for the LEAP February 2019 program for the Oceanside are.

SFU assisted us in selecting 12 participants for the program.

Parksville Chamber of Commerce graciously hosted the launch of the program at their February 7, 2019 Membership Meeting. Dawn Smith, LEAP Instructor Sunshine Coast was the guest speaker and spoke to the LEAP experience. The 12 participants were introduced as were the financial supporters of the Program; The Regional District of Nanaimo and their 3 area directors present and Coastal Community Credit Union.

We were able to leverage the funding from you, the RDN 4:1. A total of \$15,000 + in kind contributions was raised for a grand total of \$20,000.

The mix of participants in the program was tremendous. We had a gender balance, a trend towards a younger demographic and 11 who had a business concept that they wanted to launch and 1 business expansion.

Nine classes of LEAP were held in Qualicum at the board room of CCCU. We wish to thank the local Toastmasters group for assisting our participants perfect their pitches for the grand finale "LEAP! Launch" event by hosting two perfecting your pitch events.

Qualicum Beach Chamber of Commerce will host the Grand Finale pitch event on the evening of April 17th at the Pheasant Glen Golf Club. We anticipate 10 participants pitch their business and 75 will attend the event. Participants will pitch and the awards will be as follows: Judges Award, Coaches Award and People's Choice Award

We are proud to announce that from this program 12 people will complete the training. Of that 10 will pitch and as a result we know that 7 new businesses will be blooming in the Oceanside area in the very near future.

Measureable Outcomes:

- . Have provided the fertile ground for the seeds of creativity and business ideas promoting an entrepreneurial community and LEAP alumni/culture
- . 12 new venture ideas that are fully examined and tested
- . 6 new ventures launched within year 1
- . 1 startups expanded from test or home based to commercial/store front
- . Entrepreneurs gain skills, knowledge, confidence and community support
- . Community engagement and buy in through the LEAP! Launch Event
- . A strengthened and more visible social venture eco-system

(Please attach any supporting materials and documents produced as a result of the project.)

PROJECT AREA (SELECT ALL THAT APPLY):

PARKSVILLE QUALICUM BEACH EA 'E' EA 'F' EA 'G' EA 'H'

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DESCRIBE IN DETAIL WHAT THE NORTHERN COMMUNITY ECONOMIC DEVELOPMENT FUNDS WILL BE USED FOR:

The LEAP initiative will be hosted in partnership with both Qualicum Beach and Parksville Chambers of Commerce and delivered in collaboration with Simon Fraser University Department of Community Economic Development.

Access to the curriculum, delivery of the 8-week accelerator training for LEAP, advice and co-selection of entrepreneurs, distance learning and coaching (one 3 hour coaching session per week), entry and exit interviews and evaluation are provided by SFU. The cost of these activities and deliverables by SFU is \$10,000. Over and above that cost is the marketing of the program, supply of an additional space and equipment, coordination of the program and recruitment of both participants and likely mentors/coaches.

The grant will be used to cover this fee and if possible leveraged to raise the other funds necessary to deliver the program.

This application is unique as it partners with local businesses, not for profit business support agencies, a post-secondary educator and citizens to provide an environment that supports local up and coming entrepreneurs with skills/learning that will enable them to confidently test the viability of their concept; moving them forward with confidence that their idea is valid and there is a market to support them. Participants also work on their value proposition & sales strategy. All of these steps move closer to a successful business launch and the movement towards greater business development in the community.

Our goal is to make LEAP an ongoing tool in the economic development toolbox of the Regional District of Nanaimo and the communities within its jurisdiction. We want to build an entrepreneurial ecosystem where innovation, curiosity and ideas are encouraged and the concept of test and pivot allows entrepreneurs to explore with reduced risk of loss or failure.

(Please attach additional pages as necessary.)

LIST ALL GRANTS RECEIVED AND/OR APPLIED FOR FROM OTHER SOURCES:

Community Futures contributes in kind contributions such as coordination, travel to the workshop site, etc. We will also be approaching local credit unions and financial institutions as well as business service agencies for in kind donations of services such as free business banking for a year, set up of books, business cards, etc. to support the participants. These items will be part of the rewards presented at the LEAP! Launch Event.

(Please attach additional pages as necessary.)

EXPLAIN HOW YOUR PROJECT SUPPORTS THE PRINCIPLES AND PRIORITY AREAS OF THE PROGRAM:

This program has met with great success in Creston and the Sunshine Coast with multiple year delivery. This program has been designed to aid rural communities to generate business opportunities and create a culture of social entrepreneurship; developing markets for socially and environmentally responsible goods and services. This unique training for small business owners and aspiring entrepreneurs accelerates ideation to testing, pivot, test again and determine market

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viability. A very useful business approach that can be used over and over until a solid business market is established. It greatly reduces risk and enables entrepreneurs to raise capital as the business model and viability has been established.

This initiative fosters diversification, provides training, education and professional development for aspiring entrepreneurs and small business owners as well as enterprising not for profits with an emphasis on social and environmental responsibility. LEAP is made possible by the partnerships of likeminded organizations around entrepreneurship and the leveraging of expertise, in kind contributions and cash. We believe that this program will be the seeds of many to come; growing the entrepreneurial community and creating a measureable impact on business startup and expansion.

The LEAP program provides essential skills for the 21st century workforce as entrepreneurs need to adapt to an ever changing marketplace. Learning to test and pivot will be crucial to business vitality. The assistance provided will aid in the growth of business development, market research and business success. LEAP will be available to participants from all economic sectors aiding them to determine future market options, their viability and enhanced sales opportunities increasing economic activity in the region and employment opportunities.

For more information on the LEAP initiative and the success of the Creston and Sunshine Coast Programs please visit: <http://sfuleap.ca/> and <https://kes.bc.ca/CMS2/programs/leap>.

For your information: In Creston, the RDCK and the local credit unions have been active funding partners in their program On the Sunshine Coast, the local credit union has been a key sponsor for four years running and over that period LEAP has launched 24 new businesses on the Sunshine Coast.

(Please attach additional pages as necessary.)

LIST ANY MEASURABLE ECONOMIC BENEFITS OR OTHER OUTCOMES THAT WILL RESULT FROM THIS PROJECT:

- . Building an entrepreneurial community and LEAP alumni/culture
- . 5 to 7 new venture ideas that are fully examined and tested
- . 1 to 3 ventures launched within year 1
- . 2 startups expanded from test or home based to commercial/store front
- . Entrepreneurs gain skills, knowledge, confidence and community support
- . Community engagement and buy in through the LEAP! Launch Event
- . A strengthened and more visible social venture eco-system

(Please attach additional pages as necessary.)

PLEASE PROVIDE THE FOLLOWING SUPPLEMENTAL MATERIAL:

- An Organizational Chart illustrating the structure of your organization, including Directors and volunteers.
- A copy of a bank statement showing your organization's name and address.
- A copy of your organization's financial statements for the current year and one year prior.
- A copy of your organization's budget for the current year and one year prior.
- Any supporting materials you consider necessary to communicate your project idea.

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