



Newcomer Entrepreneurship Hub: A wraparound model for supporting newcomer businesses in Canada

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Agenda

- + Diversity Institute at Ryerson University
- + Background
- + Newcomer Entrepreneurship Hub Model
- + Results
- + Lessons learned
- + Next Steps

Diversity Institute at Ryerson University

- + Research centre at Ryerson University's Ted Rogers School of Management founded in 1999 by Dr. Wendy Cukier
- + Focuses on advancing evidence-driven, inclusive innovation in Canada's workforce and skill development ecosystem.
- + We apply a systems-level ecological model to understanding barriers, making workplaces more inclusive, and promoting diversity in leadership.
- + Identify, develop, replicate and scale inclusive approaches that will strengthen the nation's labour market

Background: Entrepreneurship as settlement

How can the act of *entrepreneuring* and *entrepreneurship programs* help newcomers' resettle?

- greater sense of autonomy (Akter et al., 2013)
- Flexibility (Robertson & Grant, 2016)
- Transnational entrepreneurs maintain ties with home country (Lin & Tao, 2012)
- As model of economic adaptation, greatest potential for upward social mobility (Portes et al., 2002)
- Trust & reciprocity amongst immigrant entrepreneur circles foster strong social networks and act as settlement support (Reimer, 2001)

Examining current support models

- + A 2017 Diversity Institute study challenges traditional model where newcomers must learn English before becoming employed or entrepreneurs (DI, 2017)
- + While there are entrepreneurship supports which focus on newcomers, few settlement support services focus on entrepreneurship; and there is little coordination across entrepreneurship and settlement programs (DI, 2017)
- + Connecting newcomer-oriented services with people, processes, & services in greater entrepreneurship community eases integration and provides networking opportunities to benefit business & personal development (Zhuang, 2017)

Programs supporting newcomer entrepreneurship



尼亚加拉华商会

Niagara Chinese Chamber of Commerce

futurpreneur
canada



ontario
chamber of
commerce

bdc



Magnet

TRIEC

Toronto Region Immigrant
Employment Council



ACCES
EMPLOYMENT

Making Connections



Findings from the 2016 BoB evaluation

- + DI's evaluation of the BoB model found that BoB had a moderate to high impact on accessing new customers, sales, branding/marketing, networking, product testing
- + Vendors reported increased skills in marketing, operations, human resources, sales and services
- + Community perceptions of the markets were positive
- + Areas for improvement
 - **Vendors wanted additional services and supports – while training programs exist, many vendors wanted a one-stop support hub**

Newcomer Entrepreneurship Hub Model

Free
Training

Mentorship
Matching

Product
Testing

Childcare &
Transportation

Marketing
Support

Settlement
Services

Turn your
BUSINESS IDEA
INTO REALITY with our
HANDS-ON testing & training
program for **NEWCOMERS**.

9 Weeks of Training
Every Saturday
from September 8th
to November 17th, 2018

Follow us on Facebook: @NEHbySCCC



NEWCOMER
ENTREPRENEURSHIP HUB

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NEH Model addresses gaps in current services

- + One-stop service hub for newcomer entrepreneurs (settlement, language, entrepreneurship, childcare, testing opportunities)
- + Entrepreneurship training for newcomers with low levels of English
- + Collaborative model which coordinates service providers supporting newcomers and entrepreneurs
- + Partnership between SCCC and the Ted Rogers School of Management's Diversity Institute

NEH timeline

- + NEH launches in early 2018
- + Steering committee meets (DI, SCCC, CultureLink, ACCES Employment, Futurpreneur, ACCESS Community Capital)
- + First cohort begins April 2018, training ends May 2018, testing ongoing
- + Steering committee meets again (new members: Evergreen Brickworks, Parkdale Innovations, Rotman)
- + Second cohort begins Sept 2018, training ends Nov 2018
- + September networking event provides opportunity for 1st and 2nd cohorts and partners to meet
- + 2018 NEH graduate celebration scheduled for Dec. 13

NEH participant business types

- + Exporting (medicine, equipment)
- + Landscaping
- + Construction
- + Translation
- + Event planning
- + AI – job board
- + Consulting and training
- + Restaurant/café
- + Jewellery and Clothing
- + Kitchenware
- + Bookstore

Program overview

- + **Recruitment:** through community partners,
- + **Intake:** one-on-one in-person or phone interviews with team; addresses past business experience, education level and current employment status to best determine individualized supports to cater to each participant
- + **Training:** 9 weeks of training coordinated by the Diversity Institute and delivered by experienced facilitators and entrepreneurs.

Program overview

Training curriculum:

- + Starting a business in Canada
- + Employment standards and rights, WHMIS
- + Personal branding and social media
- + Business Model Canvas workshops (3)
- + Banking and building a credit history in Canada
- + Food handlers certificate (optional)
- + Importing and exporting
- + Tax clinic
- + Legal clinic
- + Excel for business

Program overview

- + **Support services:** childminding, interpretation and conversation circles are all incorporated into the training sessions to make for a more accessible experience
- + **Financing:** \$1,000 towards testing and marketing provided upon program completion; ACCES Community Capital Fund extends their loan opportunities
- + **Other supports:** participants connected to ACCES Employment for additional employment and training

Results

- + 129 applications, 66 newcomers enrolled
- + 34% access interpretation services
- + 55% completed the program from 1st cohort, 2nd ongoing
- + 100% of participants reported increased confidence pursuing self-employment
- + 80% reported increased knowledge of entrepreneurship
- + 70% reported enhanced task-oriented skills
- + 40% reported increased understanding of health and safety and employment rights

Vendor stories

- + Thein Zaw Htun & his wife July have started Delightfully Delicious, a Myanmar & Asian food business at Market 707
- + Mufit Aydin had a stall at the Halal Food Festival for his engraving business and has since opened a second shop location in Mississauga as of September 2018
- + Two participants have secured internships in their perspective fields
- + Rubina Shaheen opened a smoothie stall at Market 707
- + Rahila Gul Mohammed was connected to Ryerson's Science Discovery Zone and has launched her online clothing business Raleen Clothing using her background in nanotechnology. She has been featured at two GTA Eid Bazaars in August



delightfully delicious

*Myanmar and Asian Fusion
Cuisine*

Catering Available



Lessons learned

- + Breadth of business types requires variety of testing opportunities (commercial kitchen, catering opportunities, co-working spaces, market pop-up spaces, and Market 707 shipping containers)
- + Many refugee claimants applying, therefore additional support needed to get PR cards
- + Many participants are not ready to start running a business full-time or need an income while they gain start up capital. Therefore, additional career coaching and connections to apprenticeships or job placements are now offered, as well as supports such as personal branding and LinkedIn profiles have been incorporated into the curriculum

Discussion

- + High demand for NEH program, interpretation supports and popularity of conversation circles supports idea that newcomers want to learn English and start making money concurrently
- + Newcomer entrepreneurship programs should support the economic success of newcomers who choose not to start a business as well – success is not just “# of businesses launched”

Next steps

- + Conduct post-evaluation with first cohort, continue follow up with participants who did not complete the program
- + Continue to identify testing opportunities for breadth of business types
- + Cohort 3 in Spring 2019
- + Test model in other regions

Thank you!



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