



**Entrepreneurship Connections<sup>®</sup>**

**aces** 

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## About ACCES

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### VISION

A fully inclusive labour force that reflects the diversity, skills and experience of Canada's population.

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### MISSION

We assist jobseekers from diverse backgrounds, who are facing barriers to employment, to integrate into the Canadian job market. We achieve this by providing employment services, linking employers to skilled people and building strong networks in collaboration with community partners.

# Delivering Results

ACCES's integrated service model allows us to target and customize our employment services to meet the unique needs of our jobseekers. In 2019, we continued to deliver strong results across all of our programs and services.

35,000

Jobseekers Served

148,472

Jobseeker Visits  
In-Person and Online

86%

Jobseekers Found Employment  
or Achieved Training Objectives

99%

Jobseekers Would Recommend  
our Programs and Services

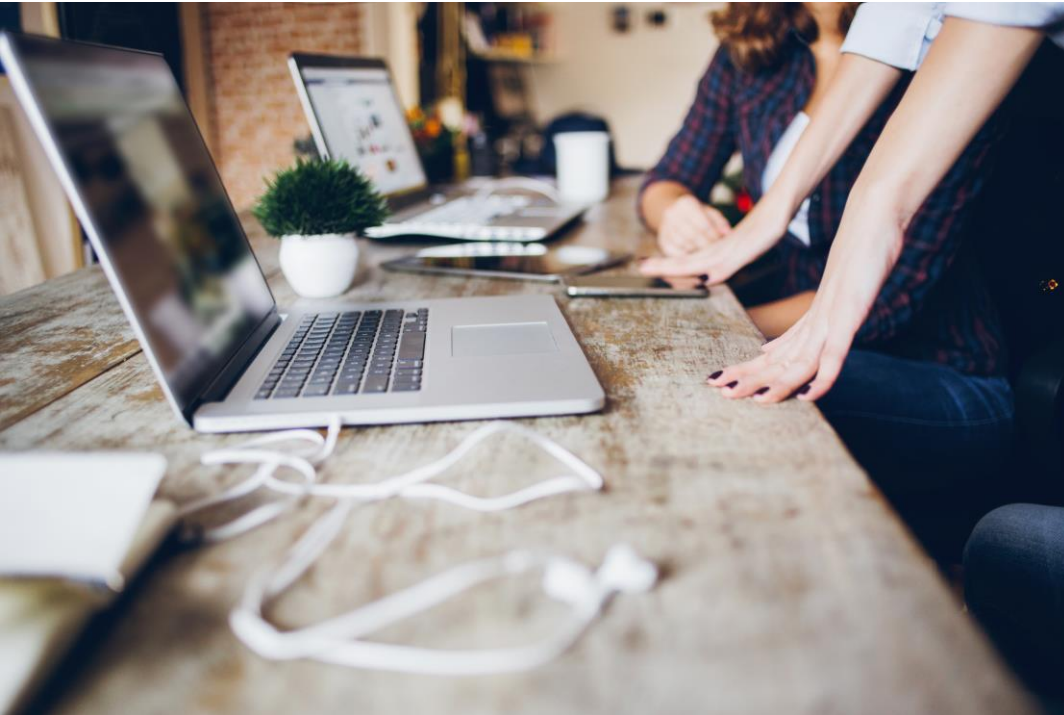


**SUCCESS STORY**  
**CHRISTINE KONERI,**  
SENIOR SECURITY  
CONSULTANT, IBM  
CYBERSECURITY  
CONNECTIONS  
PROGRAM ALUM

“The team at ACCES were invested in my success. They were very supportive and provided me with valuable critical feedback which helped me fine tune my interview and presentation skills. The Cybersecurity Connections program was phenomenal and it provided me with strategic tools to find my dream job!”

# Top 5 Challenges

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**1**

**Regulatory Knowledge**

**2**

**Securing Loans and Financing**

**3**

**Networks for Support**

**4**

**Business Communications**

**5**

**Understanding Canadian Markets**

## Our Entrepreneurs

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### **What do they need to get started?**

- Enough language fluency to benefit from the training and to be able to conduct their business
- A viable business idea
- The time/means to attend workshops and program activities

# Our Entrepreneurs

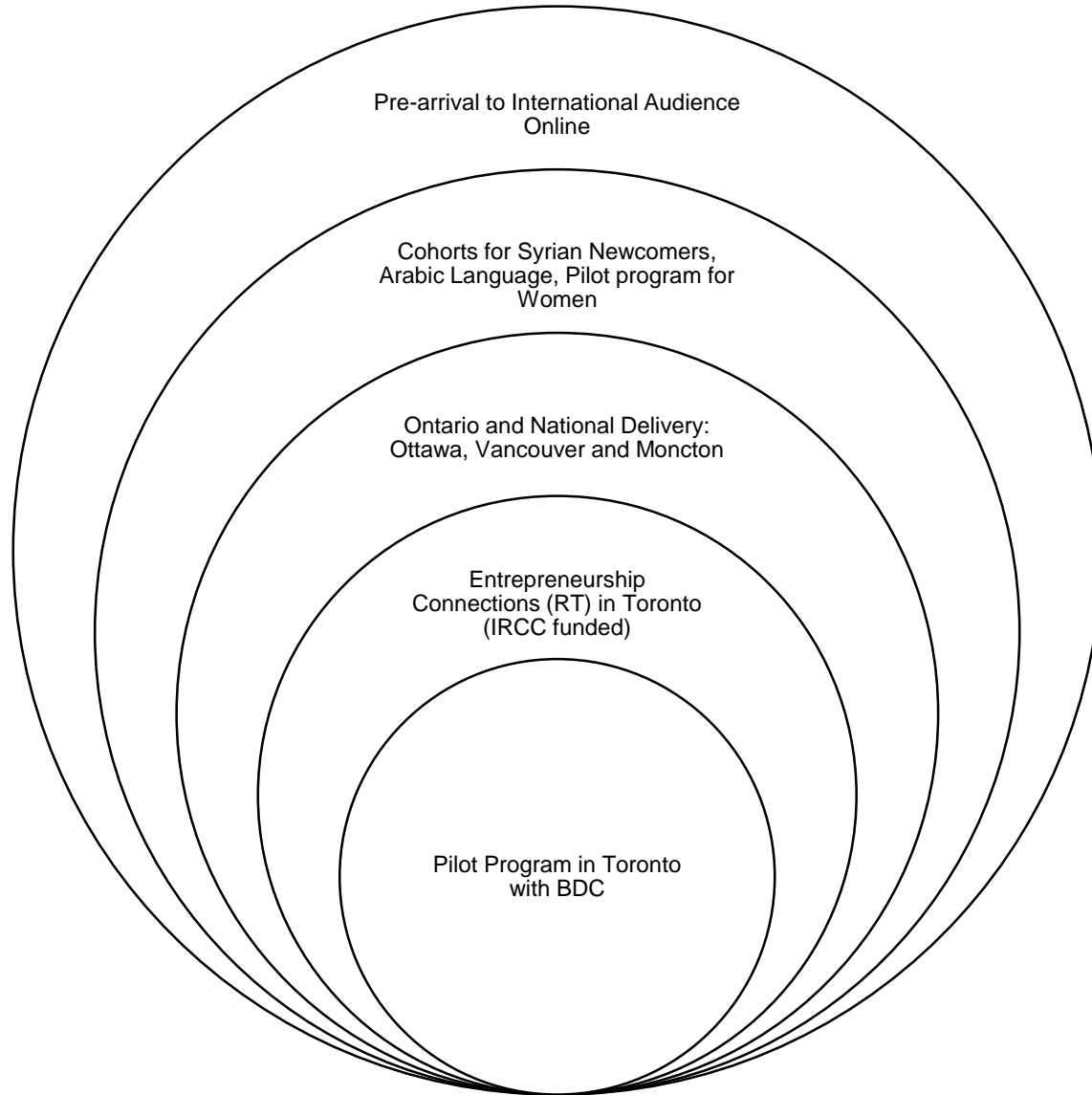
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## Why are they starting a business?

- Successful entrepreneurs in their country of origin, looking to start a business in Canada
- Passionate entrepreneurs with experience and training in various sectors
- International business experience to transfer to Canada and self-employment
- Looking for flexible employment option for better work-life balance

# Evolution of Program Model



- BDC partnership enabled initial development of the program
- Delivered in partnership with local ecosystems
- Wrap-around support
- Customized support programs
- Collaboration is key to success

# Delivery of Program

## **Ontario**

- Toronto
- Ottawa
- Hamilton

## **Canada**

- Vancouver
- Moncton

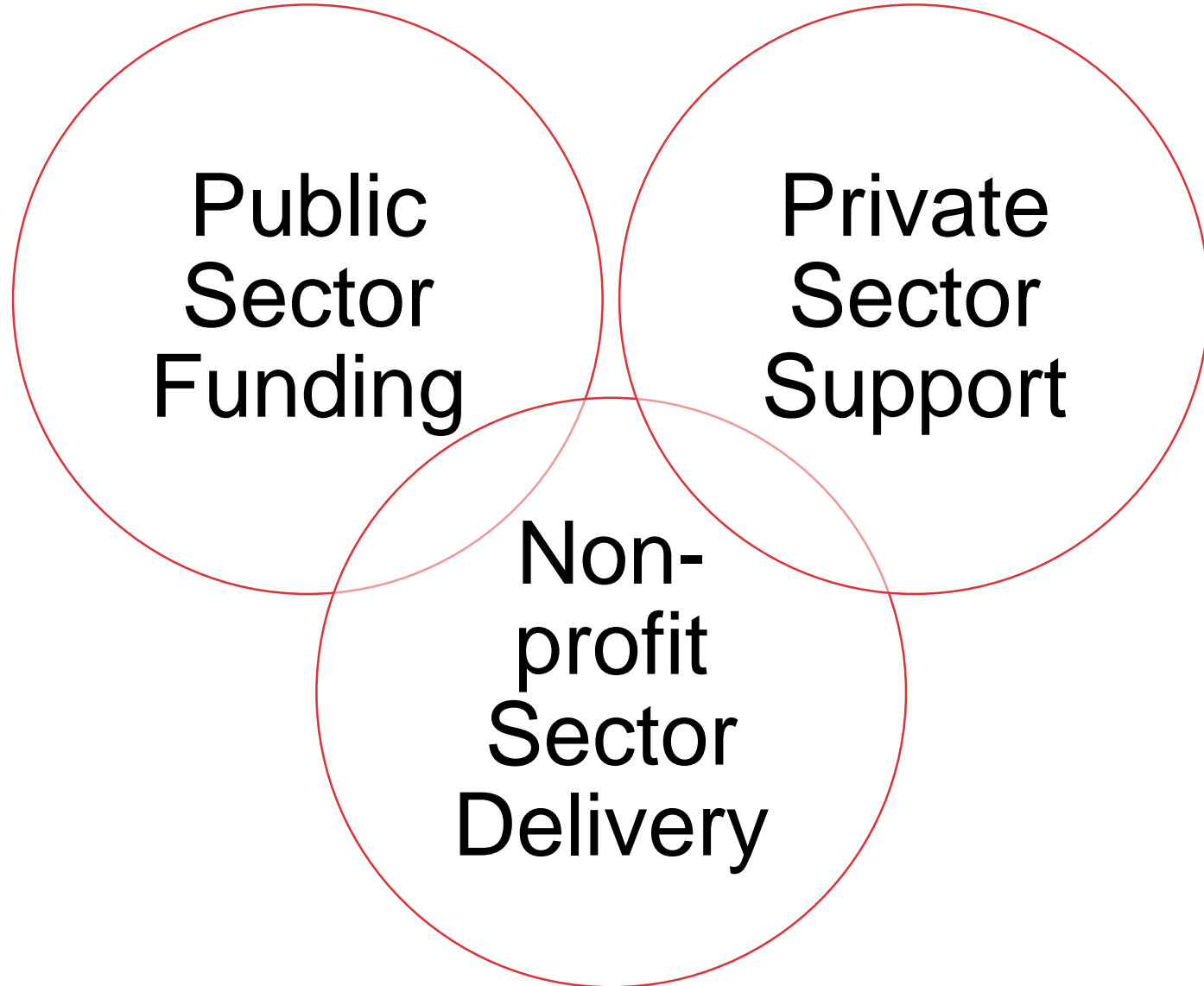
## **Pre-arrival - Online**

- International audience (2019)

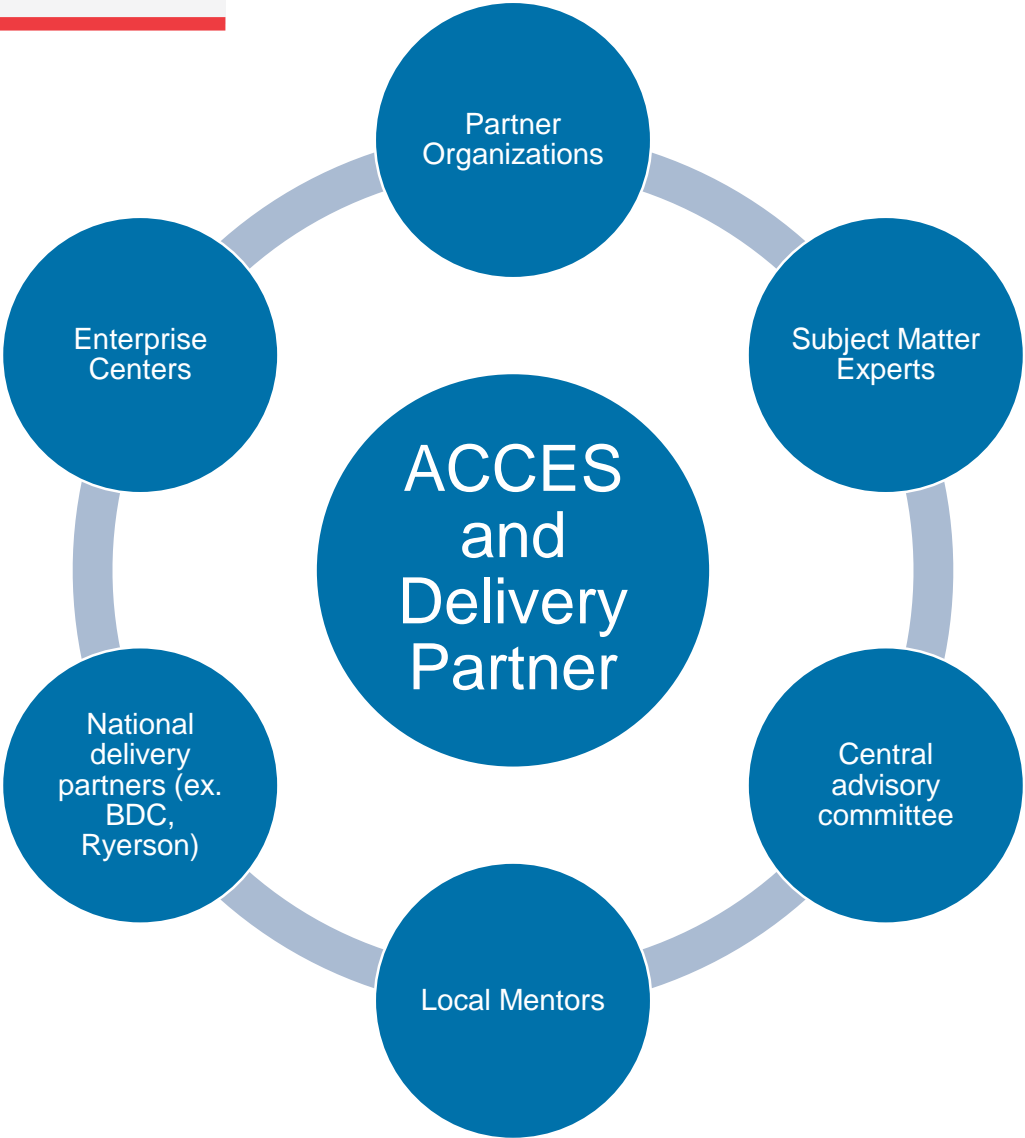




# Evolution of Program Model



# Collaboration with Local Ecosystem

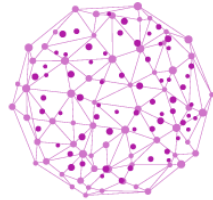


# Ecosystem in Ottawa



- World Skills (delivery)
- Invest Ottawa
- BDC (local office)
- Ottawa Public Library
- Ottawa Community Loan Fund
- City of Ottawa
- Food Service Industry (local speaker)
- Subject-matter-experts (local)
- Mentors from the Ottawa business community (recruited by partners, BDC, World Skills, TD, RBC, ACCES network)

# Partners



Women  
Entrepreneurship  
Knowledge Hub



PRO BONO LAW  
ONTARIO



# Program Model

## **ASSESS**

- Information and Orientation Sessions
- Needs assessment and referrals

## **TRAIN**

- Training (in-person and online), Business Advisory Sessions, Pitch Presentation, Business Plan Development and Review

## **CONNECT**

- Mentoring (different types)
- Networking Opportunities

## **SUPPORT**

- Post-program workshops (based on need)
- Follow-ups to check progress and provide support

# Outcomes of the Program

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## Short-term outcomes

- Business idea is refined
- Have a business plan underway/completed
- Have an effective business pitch
- Know how to access capital and other resources
- Connected to and growing their business networks
- Prepared a marketing plan
- Will be able to manage and grow their business
- Equipped with knowledge about business communications in the Canadian context

# Outcomes of the Program

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## Mid-to-long term outcomes

- Complete their business plans
- Register businesses
- Generate sales
- Successfully sustain and manage their business
- Connected to resources to grow their business (ex. NEST team at BDC)

## Participant Profile



**680**

Participants in Training



**55%**

Business Has  
Generated Sales



**54%**

Business Experience  
from Home Country



**63%**

Post Graduate  
Education



# Participant Profile



## Sample types of businesses:

- Arts and Entertainment
- Automotive
- Business and Professional Services
- Construction and Contracting
- Health and Medicine
- Import/Export
- Media and Communications

# Success Stories

**5 YEARS**

## **Armine Simonyan (France)**



Graduated: 2014

Business: Simonyan Consulting

Details: Provides environmental and social impact assessments

Success: Currently generating Sales, 5 years after business launch, companies contracting Armine to consult

**3 YEARS**

## **Shand Santos (Brazil)**



Graduated: 2016

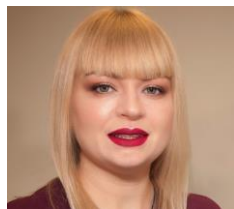
Business: Baru Baron

Details: Introduces Baru Seeds for sale in North America

Success: Currently generating Sales, sold in 12 stores in Toronto

**2 YEARS**

## **Svitlana Tenavska (Ukraine)**



Graduated: 2018 (Moncton)

Business: Moka Delight Spa and Salon

Details: Hair care and aesthetic services in Greater Moncton

Success: Currently generating Sales, 10 employees and subcontractors at her salon



**Thank you!**

**access** 