

# IWEP P2P CONFERENCE

March 25, 2021

# Creating a Community for Immigrant Women Entrepreneurs in Nova Scotia

## Presenters:

- **Christine Wall**, Business Counsellor and Trainer, ISANS
- **Mai Al Nabhan**, Business Counsellor and Trainer, ISANS

## Guests:

- **Cindy Allen**, Community Partner, Communication Officer, ACOA Business Information Services (Nova Scotia), Atlantic Canada Opportunities Agency (ACOA)
- **Temidayo Ojieyan**, IWEP graduate, Triple T kitchens



## During our time with you, we will:

- Provide some course background,
- Highlight our clients
- Talk about our experience with Covid-19 and how that affected our classes,
- Talk to an amazing community partner and supporter of IWEP, Cindy Allen from ACOA, to see how she and ACOA support our clients
- Chat with Temidayo Ojieyan, a former IWEN client and current busy entrepreneur.

## Background and context for IWEP

The decision to move to a new country and start over is both exhilarating and terrifying.





## Adjusting

Immigrant women have a brand new world to get used to

- Adjust to the new culture
- Adjust to a new language and landscape
- Look for new ways to earn money



# Many immigrant women are looking for

- Freedom
- Equal opportunities that may not be available in their homelands
- Supplement their primary incomes
- A similar entrepreneurial experience that they had at home
- Flexibility to work non-traditional hours around their families

Many turn to running their own operations because of barriers to traditional employment.

## Barriers to entrepreneurship for immigrant women may include

- Language deficiencies
- Lack of connectedness to mainstream resources
- Limited access to standard business knowledge
- Cut off from mainstream markets and sources of funding and credit
- Funding



## IWEP launched its first class in november of 2012

- Original Goal- to empower immigrant women to follow their dreams and to promote entrepreneurship as a way to financial independence
- That class graduated 13 hard-working women

# These women established a trial company which was be used to develop practical business skills

## Step 1 – Business Plan Development

- Idea generation
- Market Research & Strategy
- Forming the company (business name, issue of share
- Building the Organization
- Develop the Plan
- Approve the Plan

## Step 2 – Operating the Business

- Marketing & Sales
- Production
- Finance & Human Resources
- Information Technology Services
- Administration (Filing, Bookkeeping, etc.)
- Taxation

# IWEP content & curriculum

Market Research

Legal Issues

Business Planning

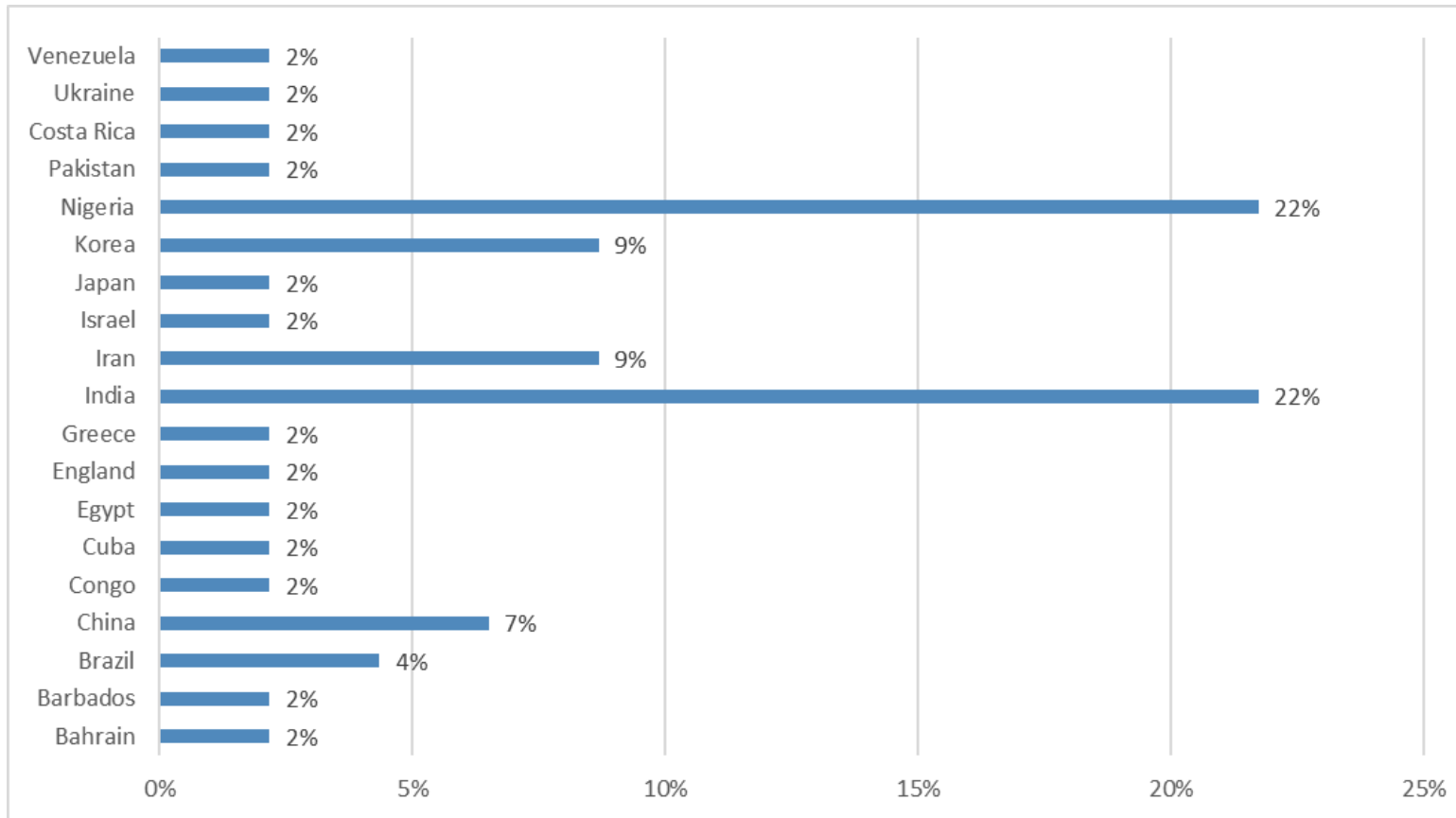
Networking

Marketing

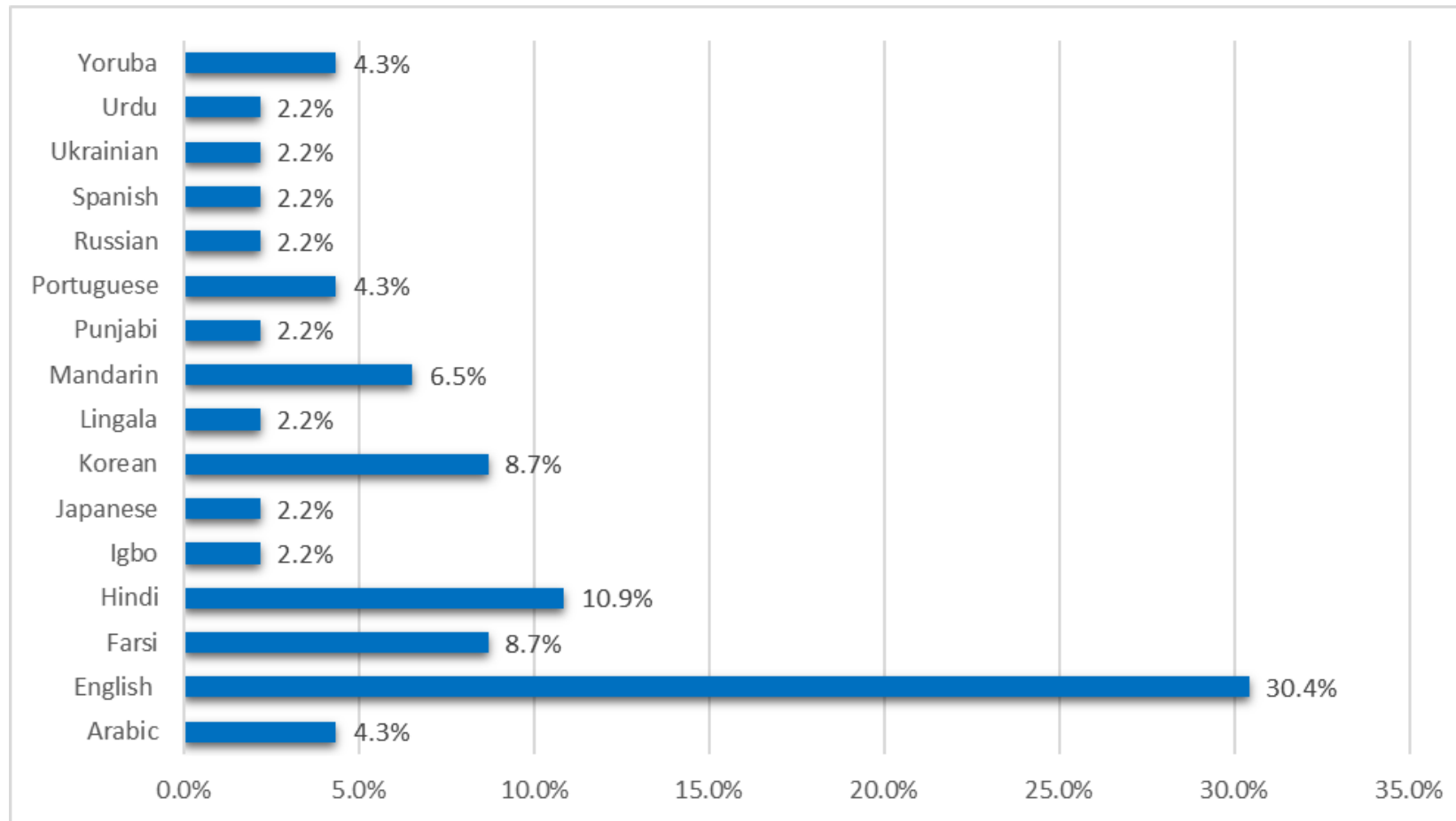
Online Presence & Social Media

Financial Management

# Clients by country of origin – 2020-2021

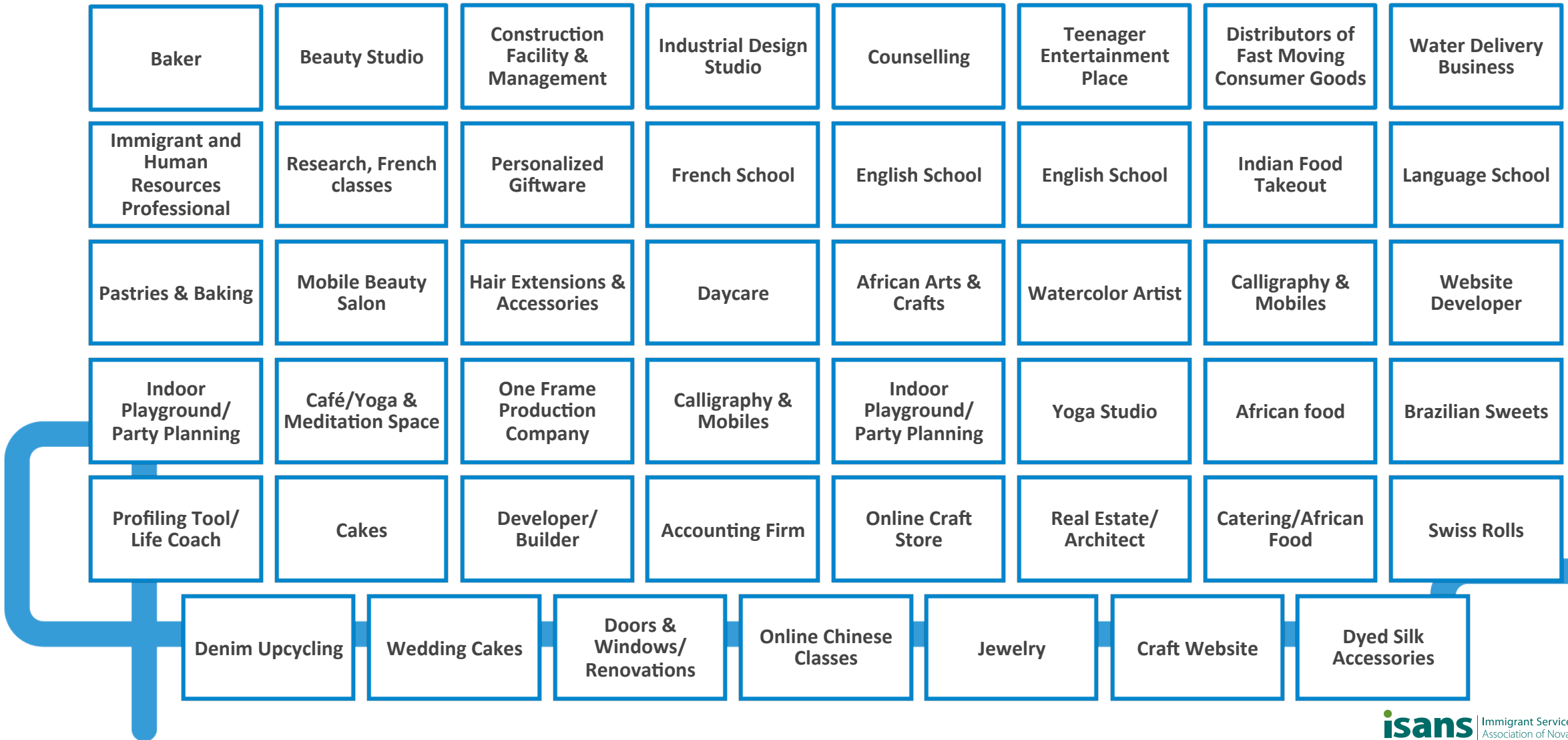


# Clients by native language - 2020-2021





# Examples of participants businesses



## IWEP & COVID-19 - shifting to online platform

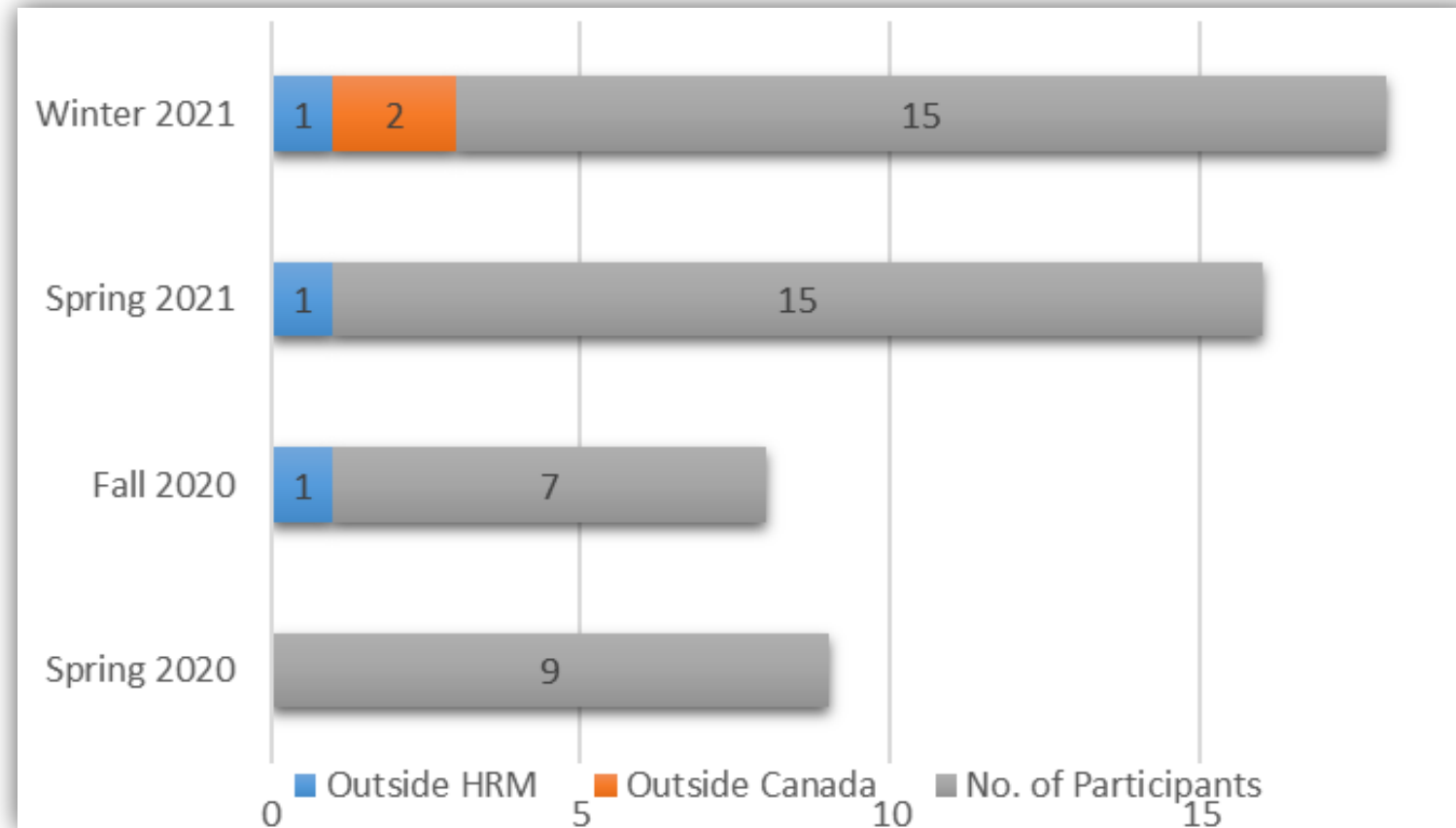
### Pros

- No commuting
- Accommodating clients with young children
- Accommodating clients outside HRM & Pre-arrivals

### Challenges

- Technology
- Equipment
- Time zone difference
- Building community

# Changes to participation since moving to online



# Testimonials



“My jewelry business has experienced growth after completing the IWEP program. During the course I learned so much about marketing, pricing and finding the right customer and I have been able to apply that to my business. I started this business three years ago with pop up shows and craft exhibitions, however, the IWEP program encouraged me to take the step of having my own store. Since Covid-19 postponed my plans, I focused on my online presence through social media platforms. I have created my own online store that best reflects my brand’s style. Having a Website helped more attention to be drawn to my social media and people started to engage more with my designs. I was asked by many online craft shops in Nova Scotia and Quebec to display and sell my work through their online shops.”

**Amal Ismail Mahmoud Ragab**

Founder of AR Jewelry

# Testimonials



“The workshop covered all aspects to start a business, empowered us with the knowledge which we need to grow and practice to build our company. I liked every aspect of the program. Christine’s and Mai’s support and their knowledge they imparted along with rest of the instructors/ professionals who was part of many sessions. I felt proud to be part of our wonderful women entrepreneurs team, got new connections and inspiration to do something good for us as well as for the society. A win-win journey.”

**Manju Modak**

Founder, VDiscover Consultancy



# Testimonials



I started this course with a bit of apprehension stemming from the uncertainty that I would be able to cope given the time difference between Nigeria and Canada. I took the courses between 10:45pm and 1:45am Nigerian time.

The first class on Entrepreneurship melted whatever doubts I had away. We had two amazing facilitators (Mai and Christine) who made very good choices when it came to bringing external resource persons to teach us. My co-participants were awesome women from different parts of the world who brought various experiences to the table. I learnt a lot from them.

Every single discussion topic was full of deep and relevant insights. The topics cut across every single aspect of business vis; Business Planning, Market research, Legal, Marketing Networking, and Financial. I cannot wait to start my business in Nova Scotia.

We also got some very great motivational teachings with video references etc. I have no regrets losing sleep to gain this knowledge, it was worth every sleep I lost plus more.

I appreciate ISANS for putting this and many of the other services I have enjoyed together.

**Nnenna Azuka-Onwuka**

Pre-Arrival- Marketing expert with a passion for entrepreneurship.

# A community partner to support and grow IWEP

A conversation with **Cindy Allen**

Communication Officer

Atlantic Canada Opportunities Agency (ACOA)

# Former IWEP client & current busy entrepreneur

A conversation with **Temidayo Ojieyan**

IWEP graduate & Founder of Triple\_T\_Kitchen

# QUESTIONS

