

Agenda

>Background

>Newcomer Entrepreneurship Hub Model

>WE-Hub Model



Background

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

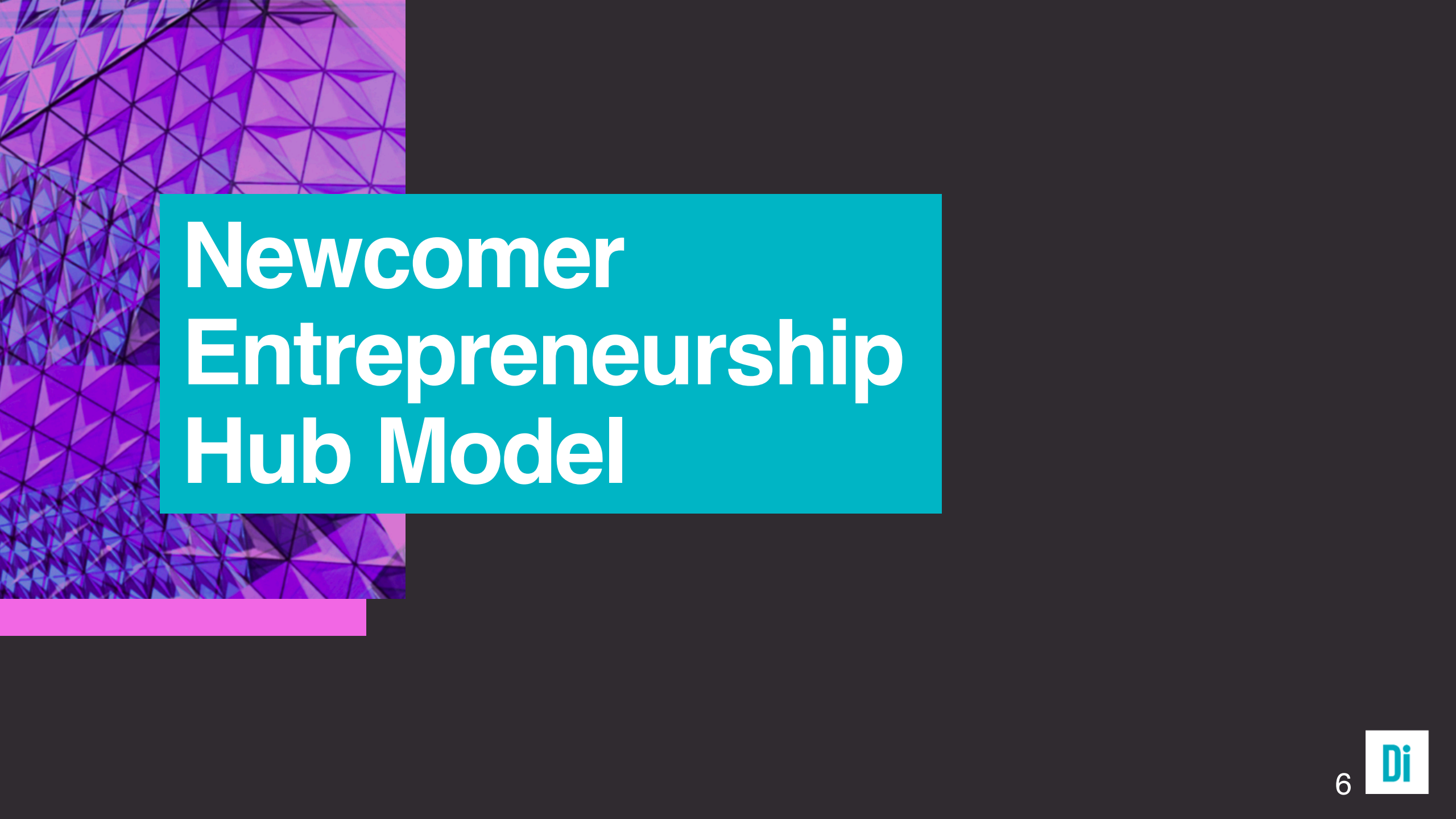
- Greater sense of autonomy (Akter et al., 2013)
- Flexibility (Robertson & Grant, 2016)
- Transnational entrepreneurs maintain ties with home country (Lin & Tao, 2012)
- As model of economic adaptation, greatest potential for upward social mobility (Portes et al., 2002)
- Trust & reciprocity amongst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

Programs Supporting Newcomer Entrepreneurship



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


Overview

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



Info & Registration: 416-392-0335 x310
amoh@scaddingcourt.org
www.scaddingcourt.org/neh



Opportunity

- Toronto offers great opportunity for entrepreneurship and access to a diverse customer base
- However refugees and vulnerable newcomers face barriers accessing to capital and it takes time to develop language skills prior to earning an income
- The potential market for this programming is very large
 - Nearly 8,000 refugees assessed at nearby YMCA's last year
 - SCCC serves over 2,000 refugees and newcomers per year
 - Syrian newcomers: 24% had no English, 55% met basic benchmarks and 21% were intermediate level
 - An ACCES survey (2017) showed about 1/3 had grade six or less, 1/3 had graduated from high school and 1/3 had some post-secondary education

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

Program Overview

- **Recruitment:** through community partners
- **Intake:** one-on-one in-person or phone interviews; addresses past business experience, education level and current employment status to best determine individualized supports to cater to each participant
- **Training:** 9 weeks, coordinated by the Diversity Institute and delivered by experienced facilitators and entrepreneurs
- **Support services:** childminding, interpretation and conversation circles are all incorporated into the training
- **Other supports:** connected to ACCES Employment for additional employment and training


Results

- 129 applications, 104 newcomers enrolled
- 34% access interpretation services
- 55% completed the program (3 cohort)
- 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



Discussion

- 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 participants are not ready to start running a business full-time or need an income while they gain start up capital. Therefore, we offer supports such as personal branding and LinkedIn profiles have been incorporated into the curriculum and direct referrals to ACCES Employment



WE-Hub Model

Context

- Women are under-represented as entrepreneurs in Canada
 - 15% of total entrepreneurs in Canada are women (RBC Economics 2012, 1)
- But there is need:
 - 2012 study by the Bank of Montreal, 71% of women said they would like to start their own business if they could and 80% indicated a need for role model
- Entrepreneurship builds independence / Impact of gender on entrepreneurship:
 - Self-employment for women can increase independence, and offer a way out of potential harmful situations of dependence and abuse

Needs of Women Entrepreneurs

- **Factors for success:**
 - Survival rates for women businesses are higher than male-owned businesses
 - Women need tailored supports in order to access entrepreneurship: childcare, networking and social capital, training, access to capital
 - Dependent on tailored supports: financial support, supports for family benefits and caregiving, social capital and networking, addressing gender gaps, and training (Prime Minister's Task Force on Women Entrepreneurs, 2003)
- **Intersectionality/barriers:**
 - Additional challenges – racialization and marginalization
 - Newcomer women face an additional challenge of supporting a husband's career and taking care of households while trying to generate additional income through self-employment

Background

- Builds on research and strategy of NEH
- Creating a community of newcomer and racialized women entrepreneurs with access to:
 - Business testing
 - A wide network of resource connection through partners
 - Training
 - Supportive services



The Women's Entrepreneurship Hub (WE-Hub) is an entrepreneurship program for self-identifying women who are interested in starting their own business to pave their way to financial independence.

Partners & Roles

Partners and Roles

Funded by the Ontario Ministry of Children, Community and Social Services, WE-Hub is co-ordinated and operated by Ryerson's Diversity Institute and Scadding Court Community Centre.

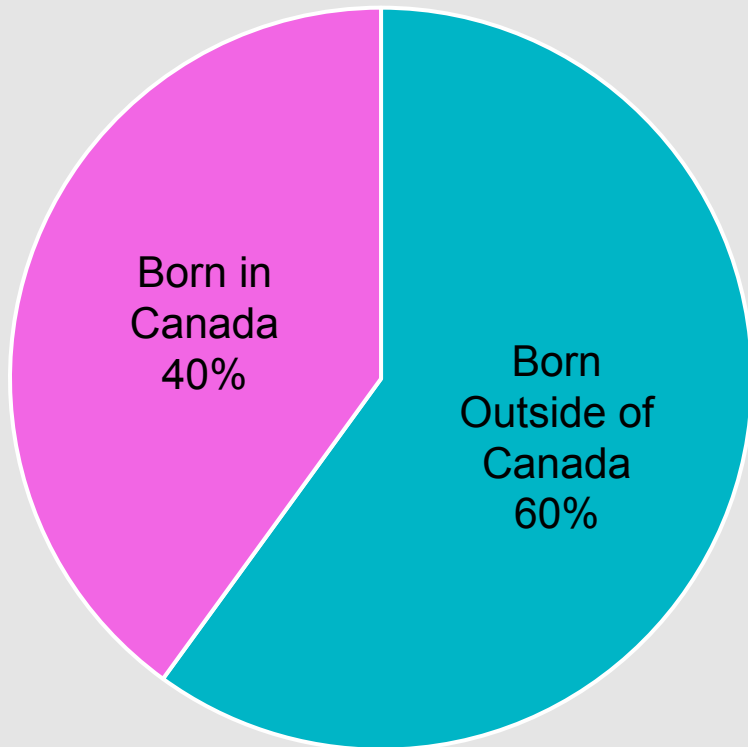


Programming

- Similar to NEH, WE-Hub provides wrap around support to all of its participants
- Intake to the program consisted of a one-on-one in-person interview with the team, to tailor supports for each participant
- Services include:
 - Entrepreneurship Training
 - Childminding
 - Transportation
 - Literacy Upgrading
 - Settlement Services
 - Mentoring
 - Testing Opportunities in Market 707

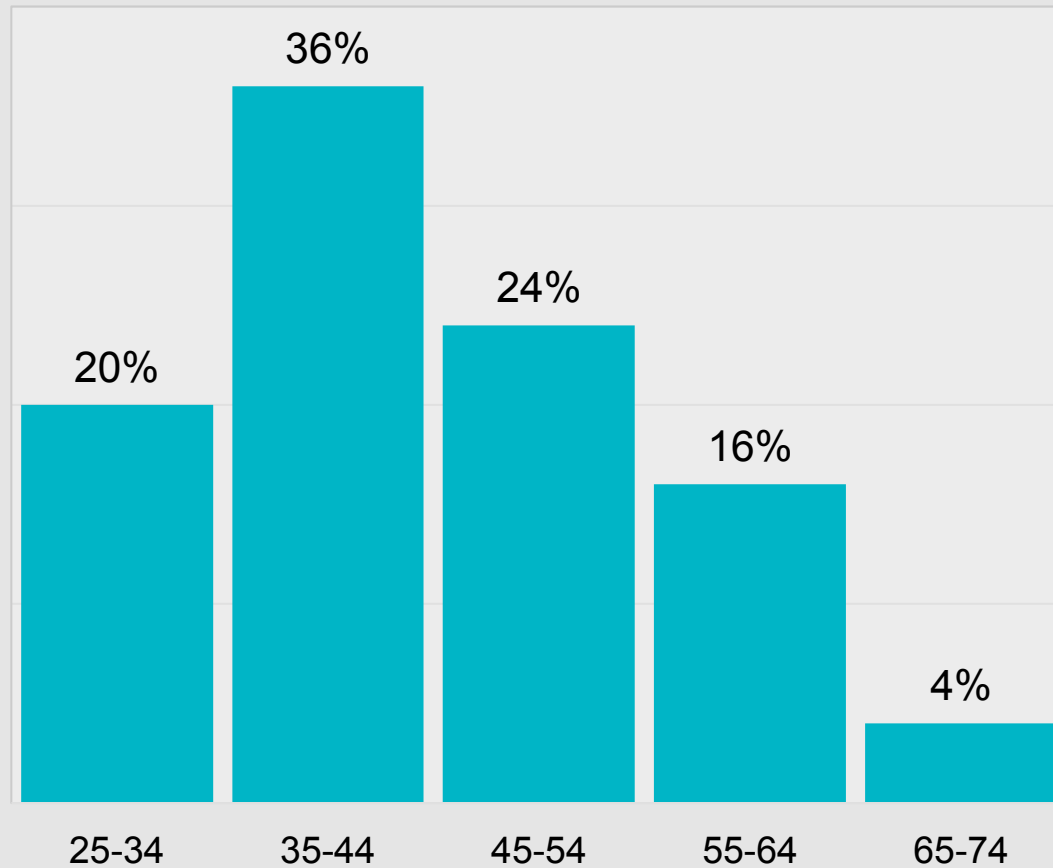
Results: Country of Origin

WE-Hub had participants with origins from 12 countries

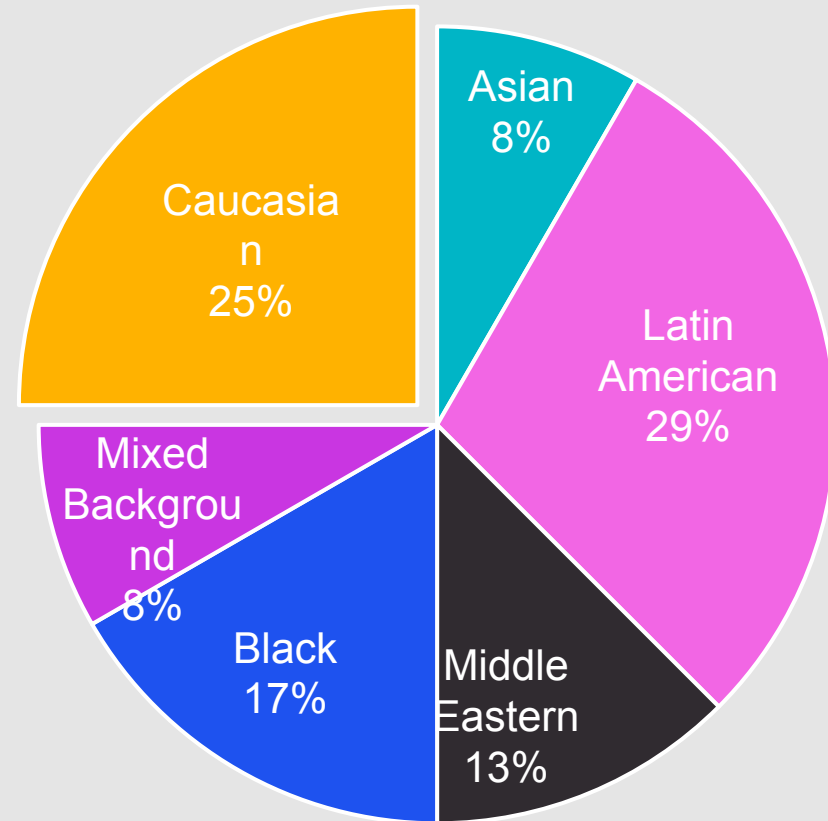


Results: Demographics

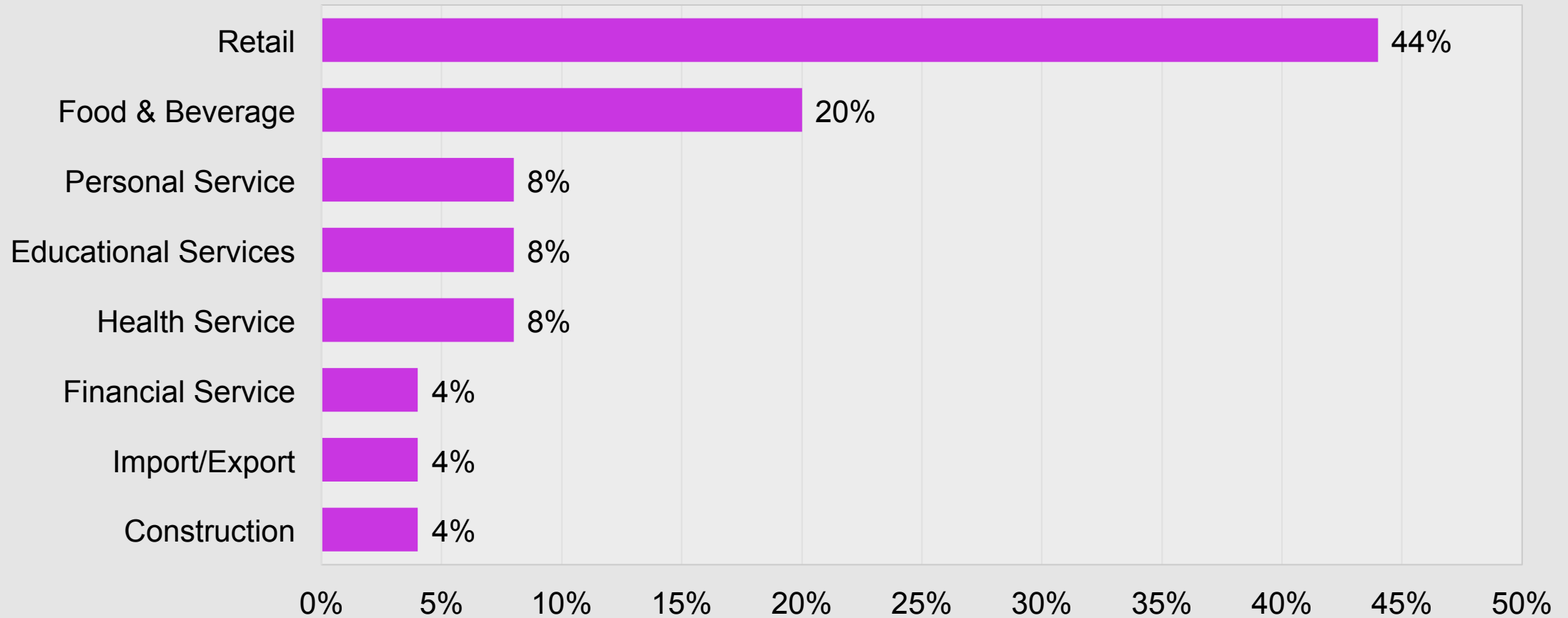
Age Distribution



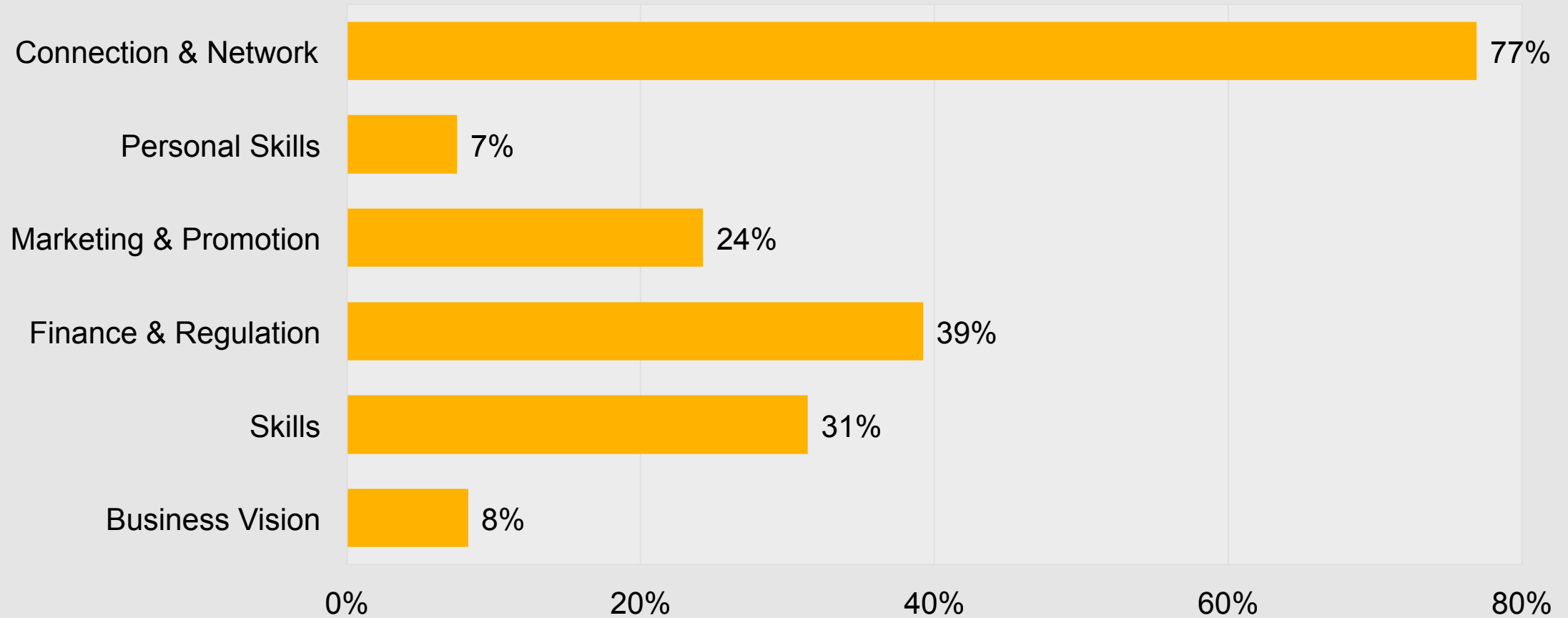
Ethnic Groups



Results: Business Type



Results: Skills Improvement



Success Story: Jennifer

Jennifer Choo Chee (WE-Hub 1), has been giving income tax workshops for Scadding Court Community Centre, the Alexandra Park Neighbourhood Learning Centre and the Parkdale Centre for Innovations. The program helped her come out of her shell and gain confidence and become more involved in the community and expand her professional network.

"I learned a lot about myself about how I can do it. I've been doing income tax for 30 years, 20 years for a big corporation and 10 years on my own and I'm ready to branch out. This course gave me the opportunity of preparing a business model and a business plan."

- Jennifer, WE-Hub cohort 1



Lessons Learned

- In-person interview allowed hub staff to better identify suitable participants, compared with the phone interviews from NEH significantly reducing dropout rate
- There is significant demand for food businesses
 - WE-Hub is currently running a food and hospitality stream, offering additional training on food trends, food handling and packaging, and menu development

Thank you!

Get in touch:

ryerson.ca/diversity

diversityinstitute@ryerson.ca

[@RyersonDI](https://twitter.com/RyersonDI)

416-979-5000 x6740



**TED
ROGERS
SCHOOL
OF MANAGEMENT**

DiVERSITY
INSTITUTE