

# BE THE BOSS.

Become an Entrepreneur

*Helping young entrepreneurs start  
and run successful businesses!*

***Futurpreneur Canada***

***Formerly The Canadian Youth  
Business Foundation***

# About Us

## **FUTURPRENEUR CANADA FUELS THE PASSION OF CANADA'S YOUNG ENTREPRENEURS.**

Founded in 1996, we are the only non-profit organization providing financing, hands-on support and educational resources to give start-up entrepreneurs aged 18-39 the tools needed to turn their vision into a successful business.

Futurpreneur Canada's internationally respected mentoring program is truly one-of-a-kind. We match young entrepreneurs with a supportive business expert from our network of over 2,800 volunteer mentors to help smooth the transition from vision to business reality.

We are accredited by Youth Business International (YBI), a global network of 42 countries in 6 continents.

# The facts.



**6,570**

futurpreneurs across Canada,  
40% of them women.



**250**

**Community Partners** across Canada.



**5,475**

enterprises supported.



More than **2,800**

expert volunteer mentors.



More than

**26,000**

jobs created.



More than **23,000**

people have used our interactive  
Business Plan Writer.



More than

**\$191 million**

in estimated tax revenue.

# Eligibility Requirements

-  18 - 39 years old
-  Eligible to work in Canada
-  New full-time business start-up, under 1 year
-  Viable business plan with 2 year cash flow projections
-  Must work with a business mentor for 2 years
-  Must hold at least 51% voting share



# What Does Start-Up Mean?

- Operating < 12 months full time
- Full time “countdown” starts once actually working full time on business
  - Entrepreneurs can keep day jobs or stay in school
- We fund franchises or succession planning



# Core Services

Access to our Business Resource Centre

- Pre- Launch Coaching
- Eligibility for financing up to \$45,000
- Mentor for up to 2 years
- National connections

# The Process



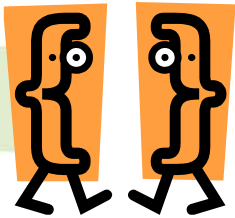
Business Plan



Credit Check



CRM Review



Mentor Matching



Document Signing



Disbursement

# Pre Launch Coaching

## Business Plan Essentials

### Weekly Start-up webinar series

- **Webinar #1** - Your Idea Napkin: Strengthening your idea.
- **Webinar #2** - Writing an A+ Business the essential components of writing a successful business plan.
- **Webinar #3** - Marketing and Cash Flow: Know the ins and outs of your business operations



# Pre Launch Coaching

Entrepreneur-In-Residence's (EIR) can assist with...

- Business planning & development
- One-on-one coaching
- Weekly webinars
- Provide advice and support in all areas of starting a business







# Mentoring

The Most Important Resource

- Our newest resource for mentors and entrepreneurs: Mentoring-focused Crash Courses.
- These interactive learning modules provide in-depth, self-guided learning both for the mentor and the entrepreneur on building a mutually beneficial mentoring relationship.
- Based on extensive research, these Crash Courses prompt mentoring partners to take preventative measures to common mentoring challenges and start their mentoring experience on the right path.

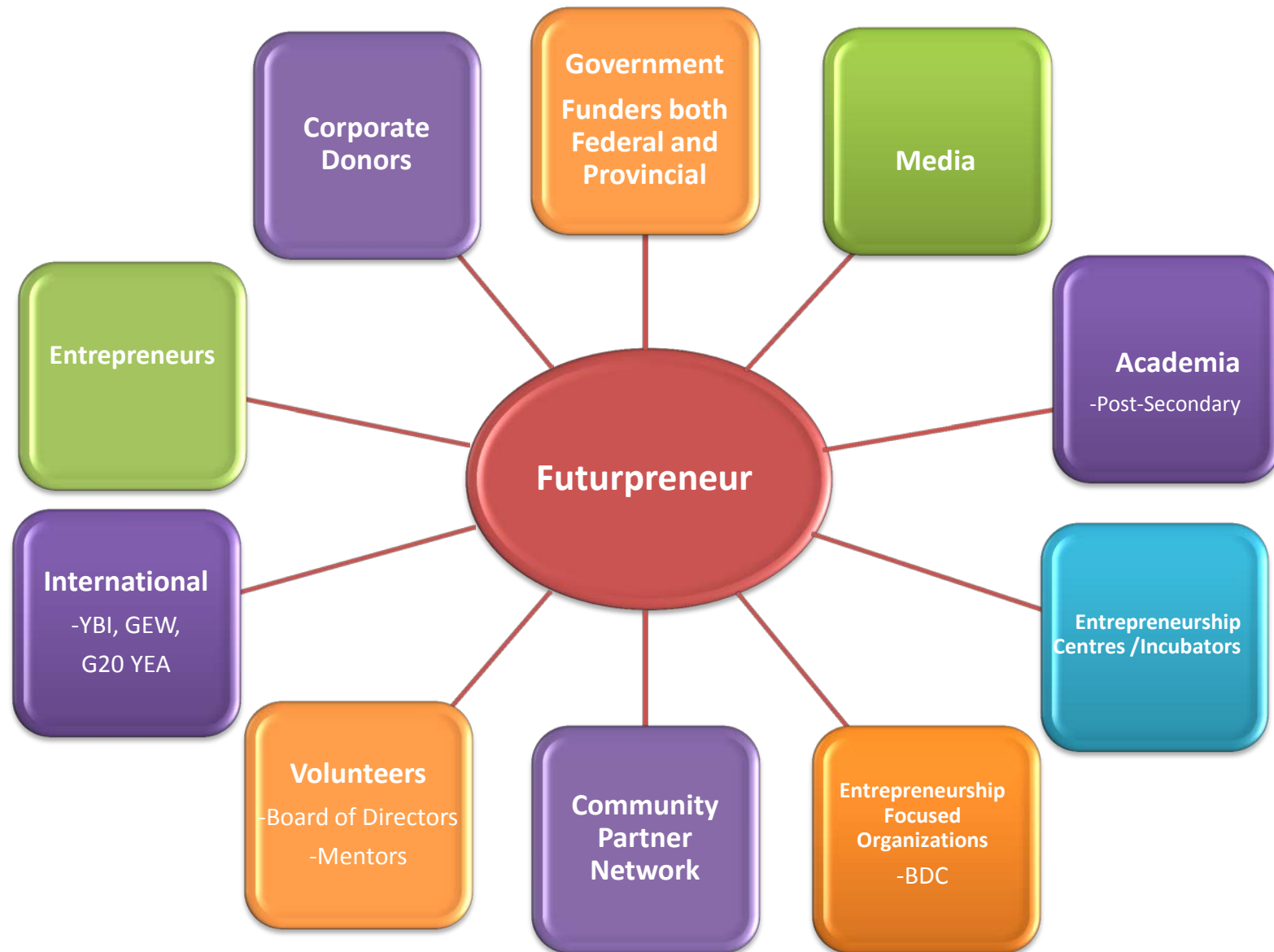


## Information at your fingertips 24/7

Futurpreneur provides comprehensive and interactive online learning resources:

- Interactive Business Plan Writer- access by over 26,000 people
- Crash courses and prezzi presentations- marketing, sales, market research, financial literacy
- Links to numerous subject experts and information
- Entreppeer Vibe, Linked In Hub
- Networking events
- Invitation to attend various networking and public policy meetings.

# Futurpreneur Canada's Network





# Business Resources

## Advice & Blogs

### Community Recommendations

#### Developing My Idea

##### 4 Lessons Sales People can Learn from Grandma

Most of the advantages the best sales people have could have been gained by just remembering common sense lessons from their grandma! This BMO SmartSteps for Business post will certainly jog your memory.

BMO  Financial Group

[Learn More](#)

#### Creating a Marketing Plan

##### Free Social Media eBook

Here's your chance to learn everything you need to get started in social media with BDC's new eBook designed especially for entrepreneurs.

[Learn More](#)

social painting space for customers of all ages – giving them free-flowing access to paints and supplies, a canvas, and knowledgeable staff to get them started. Go freestyle, explore your inner Picasso, grab a drink from their cafe, and have fun! With a location in Markham, and newly opened [...]

[See Their Story](#)

### Advice from Peers & Mentors

#### From zero to hero with zero

So you don't have a marketing budget, what do you do? You think like a ninja and strike with low-cost marketing moves [...]

#### Quick social media optimisation tips for entrepreneurs

Social media is huge and its power to drive traffic and interest cannot be underestimated. Canadians make up 5% of the [...]

#### The key to a start-up is to be active

When launching a new business, cash is always tight, and establishing your first client relationships is difficult and [...]

#### Don't ignore the huge value of grassroots marketing

Bridge Brewing Company in Halifax, Nova Scotia, is all about great beer and an alternative approach to business. In [...]

### Your Feedback

Do you have a problem you can't solve? Or an idea for a resource you'd like to see? Your feedback helps to direct the content we create. It's all about helping you create, build and grow your business.

Name

E-Mail

Subject

Comment

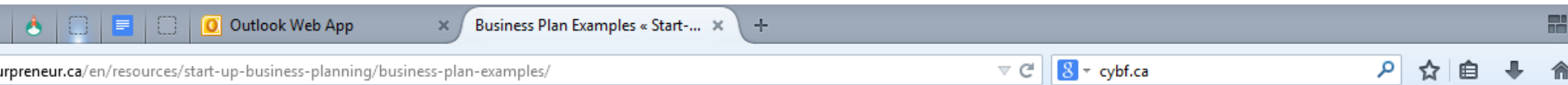
[Submit](#)

FROM THE BLOG:

### Monday Morning Resource

That's right, every Monday we're committed to searching out a new resource from the community for you to review and comment on. Learn about it on our blog.

# Business Plan Examples



[Programs](#) [Mentoring](#) **[Resources](#)** [What's Happening](#)

[Get Connected](#) [Get Inspired](#) [Blog](#)



## Agriculture Business (Farm and Distillery/Brewery): Example Business Plan

Want to set up a business in agriculture and tap into the brewery industry? We've created an example business plan to help you get the ball rolling!



## An Insider's Look - Business Plan Example

Gain insight from Entrepreneur-in-Residence, Dominik Loncar, on what people reading your business plan are looking for.



## Bakery Business: Example Business Plan

Are you looking in to opening a bakery or a franchise? We've created an example business plan to help you get started!



## Computer/Software Application Business: Example Business Plan

Have an idea for a new software program? Looking to sell to businesses not consumers? We've created an example business plan to help you get started.



## Education/Childcare/Child Enrichment Business: Example Business Plan

Interested in setting up your own daycare or child enrichment program? We've created an example business plan to help you get writing!



## Fashion and Clothing Business: Example Business Plan

Are you starting a company that deals with fashion, jewelry

Business Plan Essentials: A quick overview of what's needed

Skilled Trades Business (electrician): Example Business Plan



An Insider's Look - Business Plan Example



Cash Flow Template

## More Resources



Articles (8)



Business Plan Examples (16)



Crash Courses (10)



Financial Templates (1)



# Business Resources

## Interactive Business Plan Writer

My Business Plan ?

- ≡ Executive Summary +
- ≡ Company Profile +
- ≡ Sales & Marketing -
- ≡ Positioning Statement
- ≡ Marketing Strategy
- ≡ Pricing Strategy
- ≡ Strategic Alliances
- ≡ The Sales Process
- ≡ Operations +
- ≡ Market Research +
- ≡ Financials +
- Add Custom Section

### Positioning Statement

In this section you'll need to tailor your message into a single message that reflects your core compelling value. Think of this as your answer to your customer's question: "What's in it for me?"

START

### Marketing Strategy

In this section you'll detail the most effective methods to reach your target audience and articulate what you are trying to achieve and the tactics. This will allow you to assess their effectiveness.

▶ Sales & marketing: finding and engaging customers

START

Create a custom sub-section in Sales & Marketing

# Business Resources

## Interactive Tips & Crash Courses

✎ Write
🖨️ Print
⬇️ Download

**My Business Plan** ?

- ☰ Executive Summary +
- ☰ Company Profile -
  - ☰ Business Overview
  - ☰ Company History
  - ☰ Management
  - ☰ Location
  - ☰ Legal Structure
- ☰ Vision & Mission
- ☰ Professional Advisors
- ☰ Goals & Objectives
- ☰ Market Research +
- ☰ Sales & Marketing +
- ☰ Operations +
- ☰ Financials +
- Add Custom Section

### Management Save Changes

Who are the owners in the business and the people who will run the business day-to-day?

What do you (and your team) bring to the table?

**Management: Tips & Info**

Describe the team or individual who will make things happen and is crucial to the success of the business.

There may have been a project you worked on that directly relates to your business; you may have sales experience that may not be directly related to the business but shows your ability to sell; volunteer experience related to the business; contacts made with potential buyers etc. There's a saying that businesses don't fail, people do. Your unique combination of skill, experience, passions, talent, motivation and determination is what sets you apart.

For each owner in the business write a brief bio on what that person brings to the table (a paragraph or two will suffice). Only list members who are owners in the business or who will be hired to work in the business and are crucial for its success. For other staff list them under Operations under Staffing. For advisors who consult are help occasionally list them under Professional Advisors.

*Looking for additional info?*

▶ [Company Profile Webinar](#)

# Other Programs.....

## MoMENTum

- For young entrepreneurs who do not need financing, the exclusive opportunity to work one-on-one with a **business mentor** .
- Mentors and entrepreneurs will spend **6 months** working together, building a strong foundation for the business and setting the course for success in the future.



**Non-Profit**

**and Social Enterprises are  
now eligible**



# FAQ's

- What industry does the business have to be in?
  - Any industry!
- What can the financing be used for?
  - Everything including working capital.
- How long does it take?
- What if I need more \$ than you offer?
- Can I re-pay my loan early?
  - Yes, absolutely! And there is no penalty fee for it

**Action**   
*entrepreneurship*  
GROWING YOUNG ENTERPRISE  
FAIRE GRANDIR LA JEUNE ENTREPRISE



Growing Young Enterprise initiative,

1,000 young entrepreneurs, business and non-profit leaders, policy makers, educators and others came together in 2014 to advance youth entrepreneurship in Canada.

The initiative included face-to-face and virtual roundtable discussions, live chats, surveys, a national summit and more:

- 500 entrepreneurs and leaders took part in 11 face-to-face events
- 360 people (including 265 entrepreneurs) were consulted through a national survey
- Hundreds of people participated in a virtual roundtable across Canada
- 230 people came together in Toronto in May 2014 for networking, workshops, speakers and action planning
- These activities culminated in a national action plan, *Unlocking the Power of Youth Entrepreneurship - An Action Plan for Canada* which recommends specific actions that each stakeholder group can take now to better support existing and future entrepreneurs.
- Watch videos and see the plan online.

# Iqaluit



ᐃᑦᑲᑲᐃᑦ

April 8 or 15, 2015

**Entrepreneur Roundtable**

# Let's talk.

info@futurpreneur.ca  
jfoster@futurpreneur.ca

1-800-464-2923

www.futurpreneur.ca