

GLOBAL ENTREPRENEURSHIP INITIATIVE

2023



Executive Summary:

The Global Entrepreneurship Initiative (GEI) program, administered by North Forge, is a groundbreaking initiative aimed at empowering newcomer entrepreneurs – focus on women - with unparalleled resources and expert mentorship to bring their business visions to life. The program comprises two integral components: the Global Entrepreneurship Course and the Roundtable Series. This report provides an in-depth analysis of the GEI program's performance during its promotional period from February to December 2023, with a particular focus on the impact of the GEI course and the roundtable events.

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FSC is a forward-thinking centre for research and collaboration dedicated to preparing Canadians for employment success. We believe Canadians should feel confident about the skills they have to succeed in a changing workforce. As a pan-Canadian community, we are collaborating to rigorously identify, test, measure, and share innovative approaches to assessing and developing the skills Canadians need to thrive in the days and years ahead. The Future Skills Centre was founded by a consortium whose members are Toronto Metropolitan University, Blueprint ADE, and The Conference Board of Canada

The opinions and interpretations in this publication are those of the author(s) and do not necessarily reflect those of the Future Skills Centre or the Government of Canada.



Program Overview:

The GEI program offers a comprehensive suite of resources and mentorship opportunities tailored to the needs of aspiring newcomer entrepreneurs. At its core is the **Global Entrepreneurship Course**, a meticulously crafted curriculum designed to educate participants on the intricacies of the Canadian business ecosystem and equip them with the essential skills to thrive in the Start-up Visa Program. Delivered through free, ondemand video modules developed by esteemed Canadian industry experts – mostly women -. The course covers critical topics including financial literacy, fundraising strategies, introduction to investment, leadership development, marketing tactics, and efficient business operations. Additionally, participants gain access to a wealth of resources to facilitate their transition to Canada, ensuring a smooth relocation process. Upon successful completion of the course, participants are awarded a prestigious micro-credential, validating their newfound expertise and commitment to entrepreneurial excellence.

Complementing the GEI course is the **Roundtable Series**, a dynamic platform that hosts a series of interactive online events led by prominent Canadian industry leaders. These sessions offer invaluable insights into the nuances of doing business and living in Canada, providing participants with practical guidance and actionable advice. Attendees have the unique opportunity to engage directly with industry luminaries, fostering meaningful connections and forging invaluable mentorship relationships. As an added incentive, participants stand a chance to win coveted free mentor sessions, further enriching their entrepreneurial journey.

Program Performance:

Entrepreneurial Support Initiative Performance

Overview: The analysis below assesses the performance of an entrepreneurial support initiative up to December 2023, with a comparison of targets and achievements across different periods from February 2023 to September 2023, and the final target attainment. The numbers below cover all sorts of initiatives related to the GEI program that have directly or indirectly impacted its success inside and outside the Canadian territory.

GEI Course Applicants Report: February - December 2023

See Appendix A & Appendix AA

Executive Summary:

The GEI (Global Entrepreneurship Initiative) Course has witnessed substantial participation and engagement from a diverse range of individuals, showcasing its positive impact both globally and within the Canadian context. From February to December 2023, a total of 202 individuals registered for the course, indicating a strong interest in entrepreneurial education and development. Additionally, the platform recorded a total of 576 logins during this period, highlighting active engagement with the course materials.

Gender Distribution:

The course attracted participants from various genders, with 33% being female and 67% male. Notably, 29 female participants are from Canada, demonstrating a significant presence of women entrepreneurs within the Canadian entrepreneurial landscape.

Geographical Representation:

- Canada: A total of 54 participants, comprising 29 females and 25 males, contributed to 27% of the total registrations during this period. This underscores the relevance and appeal of the GEI Course within the Canadian entrepreneurial ecosystem.
- Global Representation: The initiative also garnered participation from diverse regions worldwide, with a substantial portion (73%) of registrants coming from outside Canada. This diverse pool of participants highlights the course's global reach and impact.

Startup Visa Program [SUV] applicant Enrollment:

- SUV: 54 individuals enrolled in the Startup Visa program, which is 27% of the total registers.

Date Joined & Logins:

- Enrollment and login activities were distributed across different months, with sustained engagement observed throughout the reporting period. Peaks in activity were noted in June and July 2023, which is the time when effective marketing started to take place.
- A total of 108 participants logged in at least once during the reporting period, with 31 belonging to the SUV program.

Age Range Analysis:

- Participants spanned various age groups:
 - Less than 15: No significant representation.
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- 15-25: 20 participants, primarily during summer break, with 30% female and 70% male representation.
 - 26-35: 67 participants, showcasing a balanced gender distribution and representing 28% of Canadian participants.
 - 36-45: 67 participants, with 31% female representation and 25% from Canada.
 - 46-55: 36 participants, with 26% female representation and 26% from Canada.
 - Above 55: 11 participants, showing a higher female representation of 36% and 45% from Canada.

Conclusion:

The GEI Course has proven to attract a diverse cohort of participants, fostering entrepreneurial skills and facilitating global knowledge exchange. Its impact within the Canadian landscape is particularly significant, with strong representation from both genders and across various age groups. The course's ability to engage participants globally underscores its effectiveness in addressing entrepreneurial education needs. Continued efforts to enhance course content, accessibility, and outreach are crucial for sustaining and expanding its positive impact in the future.

GEI Roundtable Attendees Report: February - December 2023

See Appendix B & Appendix BB Executive

Summary:

The GEI (Global Entrepreneurship Initiative) Roundtables have served as valuable platforms for knowledge exchange and networking among entrepreneurial enthusiasts. In December 2023, a total of 12 roundtables were conducted, attracting a substantial number of attendees. While specific demographic data such as gender and country of origin were not captured for roundtable registrations, an analysis based on overall attendee numbers provides insights into the diverse participation in these events.

Total Roundtables and Attendees:

- A total of 12 roundtable sessions were held during December 2023, providing opportunities for attendees to engage in discussions and collaborative initiatives.
- The total number of attendees across all roundtables amounted to 642 individuals. However, the actual number of distinct attendees was 433, indicating repeated participation by some individuals across multiple sessions.

Returning Attendees:

- Among the attendees, 209 individuals participated in at least two roundtables, accounting for 33% of the total attendees. This suggests a level of sustained interest and engagement among a significant portion of the participant base.
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Gender Representation:

- Gender distribution among roundtable attendees was estimated based on the overall attendee numbers:
- Females: It is estimated that over 245 attendees were female, constituting approximately 38% of the total attendee base.
- Males: Over 397 attendees were male, comprising approximately 62% of the total attendee base.

Geographical Distribution:

- Attendees were categorized based on their geographical location:
- Inside Canada: An estimated total of over 343 attendees were based in Canada, representing approximately 53% of the total attendee base.
- Outside Canada: Approximately 299 attendees were from outside Canada, making up about 47% of the total attendee base.

Conclusion:

The GEI Roundtables in 2023 witnessed robust participation from a diverse array of individuals, reflecting the initiative's ability to foster collaboration and knowledge sharing within the entrepreneurial community. While specific demographic data for roundtable attendees were not available, estimates based on overall attendee numbers reveal a balanced gender representation and a significant presence from both Canadian and international participants. The high number of returning attendees underscores the value and impact of these roundtable sessions in facilitating ongoing engagement and fostering a supportive entrepreneurial ecosystem. Continued efforts to enhance the accessibility and effectiveness of these roundtable discussions will be instrumental in furthering the objectives of the GEI initiative.

GEI Goals Summary | February - December 2023 Analysis.

See Appendix C

The GEI (Global Entrepreneurship Initiative) has achieved remarkable success in fostering entrepreneurial development and facilitating knowledge exchange through a variety of initiatives, both online and offline. This comprehensive analysis examines the performance of these initiatives up to December 2023, highlighting their impact on assisting start-ups/entrepreneurs, hosting webinars and roundtables, recruiting mentors and partners, and supporting women entrepreneurs.

Assistance to Start-ups/Entrepreneurs:

- The GEI implemented a diverse range of initiatives aimed at assisting start-ups and entrepreneurs, exceeding its initial targets:

Number of Start-ups / entrepreneurs assisted through our various offerings:

Achieving an outstanding 405% of the target, a total of 2225 participants engaged in one or more of the following:

- GEI Course
 - Roundtable discussions
 - Inside Canada Events: such as the Dr. Jagat Event, Unemployed Youth of Africa (UYA) initiative, RRC Event, Newcomer Event, and others
 - International events: contributed significantly to supporting entrepreneurship globally.
 - Educational Booklet
 - 1:1 Mentorship
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Webinars and Mentor Support:

- The GEI conducted webinars to provide educational resources, surpassing the target by hosting 63 webinars, achieving 263% of the target.
- Mentor support witnessed remarkable growth, with 51 mentors actively contributing to the initiative, achieving an impressive 91.07% of the target.

Partnership Recruitment and Gender Support:

- Partner recruitment across Canada exceeded expectations, with 30 partners onboard, surpassing the target by 125%.
- The initiative successfully supported women entrepreneurs, with 425 individuals assisted, achieving an impressive 94.44% of the target.

Roundtable Engagement:

- The GEI's roundtable sessions proved to be highly engaging, with a total of 12 sessions held, meeting the target of 12 sessions. These sessions provided valuable networking and collaboration opportunities for participants.

Success Factors:

- **Diverse Initiatives:** The GEI's multi-faceted approach, including courses, events, webinars, and mentorship programs, catered to various entrepreneurial needs and preferences.
 - **Strong Engagement:** The initiative's ability to surpass targets across all key performance indicators reflects strong engagement and demand for entrepreneurial resources and support.
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- **Global Reach:** The GEI's initiatives attracted participants from diverse geographical locations, highlighting its global impact and relevance in attracting businesses to Canada.
 - **Gender Inclusivity:** The significant support provided to women entrepreneurs underscores the initiative's commitment to gender inclusivity and empowerment.

Conclusion:

The GEI's initiatives have made significant strides in fostering entrepreneurship, providing valuable resources, and creating a supportive ecosystem for start-ups and entrepreneurs. The initiative's success up to December 2023 underscores its effectiveness in addressing the diverse needs of the entrepreneurial community and highlights its potential for further growth and impact in the future. Continued efforts to innovate, expand, and enhance program offerings will be crucial for sustaining and amplifying the GEI's positive influence on entrepreneurship across Canada.

Appendix A

Global Entrepreneurship Initiative Course Topics, Speakers, and Points of Discussion

No.	Topic	Speaker	Points of Discussion	Notes
Part One: General Topics				
1.	Why Canada	Camila Duarte	- Why Canada is the right place to bring/start your business. Advantages - and disadvantages to consider. - Understanding the Ecosystem and its Possibilities	
2.	Doing business in Canada [business culture, workplace standards, Business Etiquettes]	Andrea Canada	- Why Canada - A little bit about Canada - Geography - Demography - Working in Canada - Workplace Culture	
3.	Entrepreneurship in Canada Women entrepreneurs in Canada	Camila Duarte	- The State of Female Entrepreneurs in Canada - What you need to know to succeed - Successful Female Entrepreneurs Case Studies	Women Focused
4.	Business Structure & Registering your Business in Canada	Karla Briones	2. What a Sole Proprietorship and Partnership are. 4. Advantages and Disadvantages for each. 5. What an Incorporation is; Advantages and Disadvantages of an Incorporation How to register your business DIY Lawyer Online services. 6. 5 Things to Consider After Registering Business	
5.	HR & Employment law	Andrea Canada	- Human Resource Management in Canada - Legislative Context - Canadian Charter of Rights and Freedoms - Human Rights Code - Employment Equity Law - Employment Standards - Occupational Safety & Health	
6.	<u>Government of Canada Incentives and Support for TECH innovations</u>	<u>Jackie Hunter</u>	2. Canada Funding Overview 3. Typical Financial Benefits Triggering incentives 4. Common Funding Opportunities - ESG Initiatives	
7.	Banking in Canada	Zehra Mahoon	- The structure of the banking system in Canada How - to get started with banking. - The difference between personal banking and business banking	
8.	IP, Trademarks	Silvia de Sousa	2. Types of Intellectual Property ("IP") 3. Ways to Protect IP The Importance of IP Ownership 4. IP Audits	
Part One: Business Topics				
9.	Defining your business model in Canada Market Validation	Teresa Shaver	- To redefine your business model for Canadian business Assess - your market and your business potential. - Link up the building blocks of your model.	
10.	Management [business, team, risk, quality, ... etc.]	Elizabeth TelizMcQuarrie	2. What is management? 3. Why business and people management 4. 3 Principles of managements 5 keys to implement business management. 5. 4 Keys to implement people management. 6. Business management plan outline	

11.	Accounting [Financial Literacy] + corporate taxes	Dayna Holland	1. 2. Basics of Canadian Accounting 3. How Canada taxes corporations What types of taxes exist 4. Some tips and traps to be aware of when operating your business in Canada.	
12.	Service Revenue Models and Pricing	Rosalie Harms	1. 2. Business Structure 3. Projected Financial Statements 4. Estimating Sales and Pricing Operations 5. Human Resources/ Compliance 6. Start-up Costs	
13.	Revenue and Management Costing for Products	Rosalie Harms	1. 2. Estimating Sales & Pricing 3. Start-up costs Operations 4. Product Quality & Control	

14.	Financial Projections	Rosalie Harms	1. Assumptions 2. Income Statement 3. Cash Flow Statement	
15.	Business Income Tax	Peter Moreira	1. Business Income Tax	
16.	Corporate Income Tax	Peter Moreira	1. Corporate Income Tax	
17.	Marketing & Sales strategies in Canada	Judith Silviniski	1. 2. Understand how marketing is critical to your business success. 3. 2.Understand myths and truths about marketing and branding 4. 3.Answer key questions to identify your target market in Canada 4.Analyze characteristics of your Canadian target market to determine your marketing strategy	
18.	Digital Marketing	Aline Proenca	1. 2. The importance of digital marketing for businesses in Canada. 3. Key factors for a successful digital marketing strategy. Tools and Best Practices.	
19.	Product Development	Camila Duarte	1. 2. Understanding what product development is and the process. Understanding what types of product development are for your business idea/product. 3. Understanding best practices when doing product development 4. When to do some product development work 5. What to do after the product development phase	
20.	Product - Market Fit	Jeanette Renshaw	1. 2. About GrowthX 3. GrowthX's Definition of Product-Market Fit Foundation for Creating an Ideal Customer Profile	
21.	Fundraising for Startup/Women Founders	Connie Kwan	1. 2. Fundraising options 3. 4. How to choose the right options to fit your company type. 5. How to tell your company story for fundraising Unique challenges facing female founders. 6. How to run a successful fundraising process Post fundraising investor relations	Women Focused
Part Three: Skills Topics				
22.	Perfecting Your Pitch	Craig Elias	1. 2. Best pitch practices 3. What investors look for Common pitch formats 4. What to ask for when you pitch 5. How to avoid common mistakes	

23.	Negotiation for Women Founders	Joanne Zuk	1. 2. What to expect when negotiating with Canadian businesses 3. The personal blind spots that may prevent you from negotiation. 4. The steps to effective business negotiation Tips for successful negotiation	Women Focused
24.	Building your team	Teresa Shaver	1. Impact of Culture on Organizations Creating 2. your Organizational Culture 3. Building High-Performing Teams	
25.	Leadership Development for women	Elizabeth TelizMcQuarrie	1. 2. What is Leadership? 3. 3 Keys for Leadership to be Effective for Women Entrepreneurs 4. 3 keys to implement Personal Leadership 3 Keys to implement Company Leadership	Women Focused
26.	Networking	Teresa Shaver	1. 2. How networking creates business opportunities How networking helps you build credibility and trust 3. And the steps to create & maintain your own business network.	
Part Four: Integration & Adaptation Topics				
27.	Work life balance for Women Entrepreneurs	Linda Drosdowech	1. 2. Loving yourself is a practice. 3. 4. Permission to find your own flow to your workday. 5. 6. Boundaries set you free. 7. Pleasing yourself sets everyone else free. 8. Rest – not over exerting – is the key to productivity. Body acceptance creates energy & focus. Gratitude increases your resilience. Celebrating everything creates momentum.	Women Focused
28.	Culture Integration Culture Change Management	Rita Chahal	1. 2. Basics of beginning a new life in Canada Importance of researching and learning about the province, city and community you plan to settle in 3. Some questions to think about before arriving in your city / province of choice. 4. Social and cultural adaptation in your new community - the do's and don'ts	Women Focused
29.	Culturally sensitive business guidance	Elizabeth TelizMcQuarrie	1. 2. What is Culture Sensitivity 3. What are the 7 phases of Cultural Intelligence? 4 ways for business to Implement Cultural Intelligence	Women Focused
			4. 4 ways for personal Implementation of Cultural Intelligence	
30.	Mindset for Business Self-Motivation and Inspiration	Linda Drosdowech	1. 2. Thoughts create results. 3. 4. Feelings are our superpowers. 5. 6. Define our own goals & ideas of success. 7. Failure is a part of any great journey. 8. Perfectionism thwarts us all Our money stories impact our decisions & outcomes. Getting comfortable being uncomfortable is the key. Creativity is an entrepreneur's greatest gift	Women Focused
31.	Bias in the workplace Bias for women in the workplace	Elizabeth TelizMcQuarrie	1. 2. What is entrepreneurs Bias 3. 7 Biases the women entrepreneurs face 4. 4 ways to implement a change to yourself. 4 ways to implement a change to your company.	Women Focused
Part Five:				
32.	SUV Program - Immigration Focus	Jade Calver	1. 2. The steps to qualify for the Start-Up Visa 3. The Permanent Residency Application Process 4. The Start-up Visa work permit application process Maintaining Permanent Residency status and obtaining citizenship 5. Federal Temporary program and the Express Entry Program: Bringing key staff to Canada to work for your business.	
33.	Unlocking Opportunity- Why Manitoba Reigns as the Ideal Destination for Business and Life	Diane Bergmann	1. 2. Why Manitoba is a place of opportunity to set up your business and to enjoy life. 3. The complete relocation processes. How Prairie Relocation can support you in moving your business and family to Canada	

Appendix AA

Global Entrepreneurship Initiative **Course** Statistics

Summary [November/22 - December / 2023]

Total Registration = 202

Total Login = 576

Gender:

67 Female 33% - 29 from Canada 135

Males 67% - 25 from Canada

Geography:

54 from Canada [29 female & 25 males] 27%

39 Africa [13 Females & 26 Males]

2 Asia [2 Males]

15 East Asia [6 Females & 11 Males]

4 Europe [1 Females & 3 Males]

3 Latin America [2 Females + 1 Male]

36 Middle East [6 Females + 30 Males]

42 South Asia [9 Females & 33 Males]

3 USA [1 Female & 2 Males]

148 from outside Canada [38 females & 110 males] 73%

2 Bangladesh – 1 Belgium - 10 China – 1 Colombia - 16 Egypt – 1 Germany – 1 Ghana – 4 Hong Kong – 17

India – 28 Iran – 2 Japan - 2 Jordan - 1 Mexico – 22 Nigeria – 18 Pakistan – 2 Philippians – 2 Russia - 3

Saudi Arabia – 1 Sri Lanka – 3 Thailand – 1 Trinidad and Tobago – 1 Turkey – 3 UAE – 1 UK – 3 USA

GEI & SUV: 148 GEI 54 SUV

Date Joined:

[1] Jan/2023 - [1] February/2023 – [5] March/2023 – [21] April/2023 – [7] May/2023 – [53] June/2023 –

[22] July/2023 - [21] August/2023 - [16] September/2023 - [12] October/2023 - [13] November/2023 -

[9] December/2023 - [13] January/2024 - [7] February/2024 Logins:

108 at least once [31 SUV & 77 GEI]

Total no. of logins = 576 Age

Range:

Less than 15

15-25 20 [83% during summer break] [6 Females 30% & 14 Males 70%] only 7 from Canada [%35]

26-35 67 [28 Females 42% & 39 Males 58%] 18 from Canada [%28]

36-45 67 [21 Females 31% & 46 Males 69%] 17 from Canada [%25]

46-55 36 [9 Females 26% & 27 Males 74%] 9 from Canada [%26]

Above 55 11 [4 Females 36% & 7 Males 73%] 5 from Canada [45%]

Appendix B

Global Entrepreneurship Initiative Roundtables Titles, Topics, Speakers, Points of Discussion, and Dates

No.	Title	Roundtable Topic/s	Speaker/s	Objectives	Date
1.	Forge your business in Canada	SUV NF team	Jade Calver	Global Entrepreneurship Initiative & Startup Visa Program	Tuesday March/07/2023
2.	How to Safeguard Your Business and Intellectual Property (IP) in Canada: Navigating the legal landscape.	Business Law Intellectual Property [IP]	Elizabeth Czrnyj/Pitblado Melanie Ward/Altitude	[General Business Law in Canada] Points of Discussion: - Overview of general corporate structure - Where one can incorporate their business - Incorporation and maintenance considerations [IP, Trademarks] Points of Discussion: Protecting Your Intellectual Property (IP) in Canada - What is IP and how do I know if my business has any IP? - What are common mistakes businesses make around IP protection? - I want to protect my IP, now what? What are the processes and costs in Canada?	Thursday March/30/2023
3.	From Good to Great: How to Build and Sustain a High-Performing workplace and Team Culture	1 Employees Are A Company's Most Important Asset 2 Building your team.	1 Gwen Halchuk 2 Teresa Shaver	[Employees Are a Company's Most Important Asset] Points of Discussion: - Understanding the employee life cycle - How to leverage the employee life cycle to create the desired culture you are wanting - Impacts of having an employee engagement program - Impacts of having an employees first organizational mindset - Creating a culture where people can thrive. - Choosing the right programs for your desired company culture [Building your team] Points of Discussion: - Key skills and attributes needed for successful teams in business. - Strategies for effective communication and collaboration within the team. - Methods for building a positive team culture. - Ways to measure team success.	Tuesday April/18/2023
4.	Your Employees are your most valuable asset: Set your plans to keep them.	1 HR & Employment Law 2 Bias in the workplace	1 Andrea Canada 2 Elizabeth TelizMcQuarrie	[HR & Employment Law] Points of Discussion: - The Legal context - EQUITY, DIVERSITY AND INCLUSION - Respectful workplaces [Bias in the workplace] Points of Discussion: - Unlock a Bias free workplace.	Thursday April/27/2023

				- What is the .01% difference? - A new path forward	
5.	Securing Your Financial Future: Strategies for Financing Your Business	Financing your business/Banking	Shannon Pestun	- The role of financial capital - Debt vs. equity financing - The 5 C's of credit	Tuesday May/09/2023
6.		Leadership development and Management	Elizabeth TelizMcQuarri	[Leadership development] Points of Discussion: - Effective leadership for women entrepreneurs - People & company leadership	Tuesday May/30/2023

	Building Strong Leaders: Strategies for Effective Leadership Development and Management			[Management] Points of Discussion: - Business and people management - Principles of managements	
7.	Get your business off the ground: The ins and outs of Marketing and Product Development	1 Marketing & Sales Strategies 2 Product development	1 Aline Proença 2 Camila Duarte	[Marketing & Sales Strategies] Points of Discussion: - Think outside the inbox: sales and marketing done the Canadian way. - Why social media is not a matter of why, but how. [Product development] Points of Discussion: - Tips to maximize your resources while developing your product. - Understanding how a process can help you save money, resources and energy when getting started.	Tuesday June/20/2023
8.	Mastering Business Strategy: How to Create a Winning Plan for LongTerm Success	Business Strategy Defining your business model in Canada [Market Validation]	Teresa Shaver	[Business Strategy] Points of Discussion: - Define the long-term vision. - Create a competitive advantage. - Identify target markets. - Allocate resources. - Improve operational efficiency. - Manage risks. - Measure performance. Foster innovation	Tuesday July/11/2023
9.	Mindset + Networking = unstoppable entrepreneur	Networking	Camila Duarte	[Networking] Points of Discussion: - Highlight the importance of networking in Canada as a female entrepreneur. - Discuss strategies to effectively network with results. - How to get over the fear of networking	Tuesday Aug./01/2023

10.	Building Your Negotiation Strategy and Shifting Your Mindset for Business Growth and Innovation	1 Negotiation 2 Mindset for business	1 Joanne Zuk 2 Teresa Shaver	[Negotiation] Points of Discussion: • Explore the blind spots that are preventing you from optimizing your business deals. • Learn strategies for defining and aligning with your core values in negotiation. • Share your experiences and questions to get advice on strengthening your negotiation skills. [Mindset for business] Points of Discussion: • Explore the importance of mindset in business. • Share strategies for shifting mindset. • Discuss case studies of successful mindset shifts. • Develop an action plan for maintaining the mindset of success.	Tuesday Aug./22/2023
11.	Culture and Balance: Navigating Business and Family Life with Cultural Sensitivity and Strategic Planning	1 Culturally sensitive business guidance 2 Business and family life balance	1 Elizabeth TelizMcQuarrie 2 Linda Drosdowech	[Culturally sensitive business guidance] Points of Discussion: • Business and Personal Cultural Intelligence [Business and family life balance] Points of Discussion: • Listen to your body!	Tuesday Sep./12/2023
12.	Discovering Manitoba: Navigating Immigration and Relocation Services for a Smooth Transition	Relocation Services Living in Manitoba - Immigration Settlement Services Networking session	Diane Bergmann NF Team - Closing Note	[Relocation Services Living in Manitoba -] Points of Discussion: • Brief introduction to Canada • Living in Manitoba Highlights • Winnipeg as a destination city to live, work & find success. • Relocation Process - Step by Step • Cultural adjustments and emotional stress • Prairie Relocation / soft-landing services for SUV clients – present 2-3 relocation package options for SUV clients choosing to settle in Winnipeg.	Tuesday Sep./26/2023

Appendix BB

Global Entrepreneurship Initiative **Roundtables** Statistics

Summary [December/2023]

Since registering for the roundtables does not include the gender or the country of joining, some data were not precise.

Total no. of roundtables = 12

Total no. of attendees = 642

Actual number = 433

Total no. of returning attendees = 209 attended at least 2 roundtables 33%

Total no. of females = > 245 [38%]

Totals no. of males = > 397 [62%]

Total no. from inside Canada = > 343 [53%]

Total no. from outside Canada = > 299 [47%]

Appendix C

Global Entrepreneurship Initiative **Goals** Statistics

				Up to December 2023
Target		Up to April 2023	Up to September 2023	
Target number of Start-ups / entrepreneurs assisted: 550	Course	25	148	200
	Roundtable	97	515	642
	Dr. Jagat Event		33	33
	Unemployed Youth of Africa [UYA]	50		50
	RRC Newcomer Event - Ukranian		50	50
	New Comer Event		70	70
	USB	30		30
	Booklet Distribution - National			500
	Booklet Distribution - International			250
	Pakistan Event			100
	GITEX - Dubai			200
	Jordan Event			100
	Total	202	816	2225
	Percentage	37%	148%	405%
Target number of webinars: target number: 24	Total	24	32	63
	Percentage	100%	133%	263%
Target number of mentors supporting this initiative: 56	Total	18	23	51
	Percentage	32.14%	41.07%	91.07%
Target number of partners across Canada that will be recruited: 24	Total	11	30	35
	Percentage	45.83%	125.00%	146%
Target number of women assisted: 450	Total	59	167	425
	Percentage	13.11%	37.11%	94.44%
Target number of roundtables: 12	Total	3	7	12
	Percentage	25.00%	58.33%	100.00%

Global Entrepreneurship Initiative - TECH EDITION

Topics & Speakers

No.	Topic	Speaker
Module One: APP Development		
1.	How to Conceptualize and Design an App	Kelsey Chmelnitzki
2.	How to Create your App	Beni Reydman
Module Two: Website Development		
3.	Elevate Your Business Online: Essential Website Knowledge	Teresa Shaver
4.	How to Design and Create a Website	Andy Sworyk
5.	How to Elevate a Website	Beni Reydman
Module Three: Navigating E-Commerce Success in Canada.		
6.	E-Commerce Introduction & Product Sourcing	Andriy Rudnyk
7.	Building a Website & Payment Processing	
8.	Product Shipment & Fulfillment	
9.	Marketing & Growing Your Business	
Module Four: User Interaction and AI		
10.	Human Computer Interaction [HCI]	Raquel Thiessen
11.	Artificial Intelligence: Practical Insights for Businesses	Raquel Thiessen
Module Five: Financial Technology		
12.	Web3 Evolution & Financial Technology	David Koroma
13.	Financial Technology in Canada	David Koroma
Module Six: Data Visualization and Analytics		
14.	Essential Design Principles of Data Visualization	Sana Khalique
15.	Data Driven Decision Making	Sana Khalique
16.	From Excel to Power BI	Sana Khalique
Module Seven: Cybersecurity		
17.	Cybersecurity and Canada	Hernan Popper
18.	Cybersecurity for SMEs	
Module Eight: Marketing		
19.	Digital Marketing	Teresa Shaver
20.	Pitching with Presence	Heather Stark
	Perfecting your Pitch	
Module Nine: Tech MVP Development and Strategy		

21.	Mastering the Startup Journey in Canada - TECH MVPs	Jonathan Abel
22.	Empowering Rapid Tech MVP Development with Raspberry Pi	Atif Mumtaz
	Product Development	
	Product - Market Fit	
23.	How to deal with roadmap complexities	Regan Wolfrom
24.	Tips for handling cloud costs and optimizing your spend	Regan Wolfrom
Module Ten: Intellectual Property		
	Intellectual Property	
25.	Trade Secrets	David Davis
Module Eleven: Advanced Manufacturing		
26.	Introduction to Digital Fabrication Technologies for Hardware Startups	Nadine
27.	Prototyping and Rapid Iteration with 3D Printing	Nadine
28.	Precision Prototyping Using Laser Cutting & CNC Machining	Nadine
29.	Introduction to Lean Startup Methodology	Nadine
Module Twelve: Financials and Taxes		
	Service Revenue Models and Pricing	
	Revenue and Management Costing for Products	
	Financials Projections Instructions	
	Business Income Tax	
	Corporate Income Tax	
Module Thirteen: Fundraising and Funding		
	Fundraising for Female Founders	
	Government of Canada Incentives and Support for TECH innovations	
