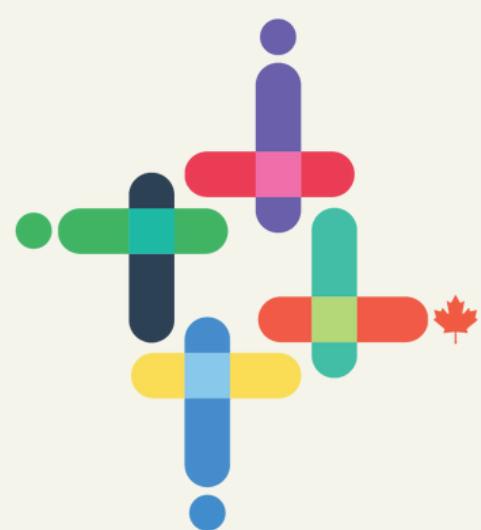


PROGRAM OVERVIEW & QUANTITATIVE IMPACT



IMMIGRANT ENTREPRENEUR CANADA

- RETAIL INCUBATOR PILOT

Presented by

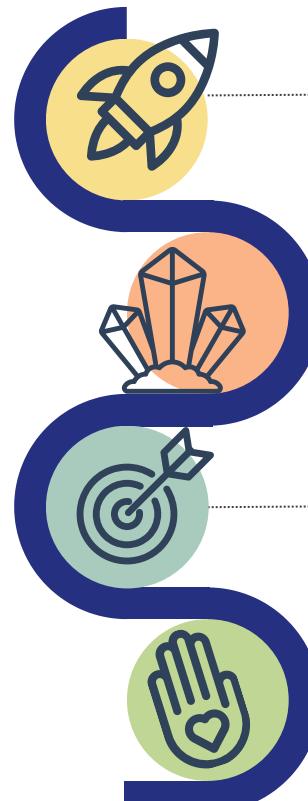


SUPPORTED BY  Meridian™

OUR PARTNERSHIP AS A CATALYST FOR SUCCESS

Our strategic alliances fuel the entrepreneurial spirit, and with continued support, we are poised to extend our impact further.
Thank you for being part of this journey!

PROGRAM HIGHLIGHTS



- LAUNCH:** Spring 2024 in Ottawa
- FORMAT:** 2-month pilot with bi-weekly, 2-hour evening sessions
- FOCUS:** Foundational business skills for early-stage product entrepreneurs
- HANDS-ON EXPERIENCE:** Weekly pop-up shops in ByWard Market to test and scale ideas, eliminate high retail costs, and support business launches.

QUANTITATIVE OUTCOMES



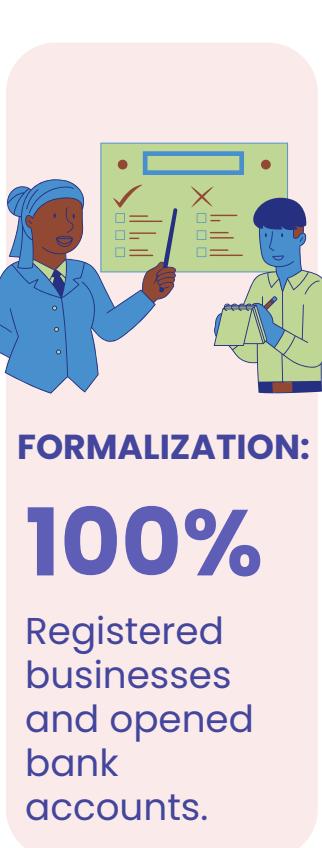
APPLICANTS
60
applied
21
admitted
(35%)



DIVERSE ORIGINS:
Mexico, Nigeria, Ukraine, Madagascar, Sri Lanka, Congo, China, etc.



IMMIGRATION STATUS:
68% Canadian citizens
33% Permanent residents
9% Ukrainian Emergency Visa holders



FORMALIZATION:
100% Registered businesses and opened bank accounts.



CONFIDENCE GROWTH:
94%
Felt more equipped for business challenges.



FIRST-TIME REVENUE:
43%
Generated revenue for the first time.



TOTAL REVENUE:
\$37,000
From pop-up weeks (May-October)



TOP EARNER:
\$8,000
By a single participant - during their pop-up week



\$60K MILESTONE REVENUE:
Two participants achieved **\$20,000+** in revenue by end '24; one reached **\$60,000**

DIGITAL PRESENCE:
60% Increase in digital engagement

IMPACT IN NUMBERS

QUICKBOOKS ACCESS:

21 participants received free 1-year subscriptions

COHORT COLLABORATION HIGHLIGHTS:



COMMERCIAL KITCHEN VENTURE: 4 participants signed a lease for a shared kitchen.

CROSS-SELLING INITIATIVES: Regular cross-promotion, promoting each other's products at residencies



CORPORATE GIFT BOX: New business launched, featuring products from cohort participants.

STACKT MARKET GRANT: One participant secured a \$20,000 grant for a temporary ByWard Market location.



FINANCIAL LITERACY & PROFESSIONAL DEVELOPMENT

1



Bank Accounts

Opened by all participants, with support from RBC and Meridian Credit Union.

2



Ottawa Board of Trade

Complimentary 1-year memberships for networking.

3



Classroom space and Commercial Storefront

Bayview Yards provided classroom space and the ByWard Market Authority provided retail space.

MEDIA COVERAGE

Featured on: **CTV News, Ottawa Business Journal, CBC Radio, RogersTV**

**OTTAWA
BUSINESS
JOURNAL**

CBC  **Radio-Canada**

ROGERS tv



SUCCESS STORIES, FUTURE GOALS, AND CLOSING REMARKS



QUALITATIVE IMPACT & SUCCESS STORIES

Wrench N' Roses

IEC helped amplify my brand and connect with like-minded individuals.



PinBox

The workshops transformed my product lineup for retail.



Ama Keng Creations

Invaluable insights into branding and retail strategy.



Dona Ione Brazilian Cuisine

The courage I needed to start my journey.



PARTICIPANT GOALS FOR NEXT 12 MONTHS

AMA KENG CREATIONS

Securing a loan or grant, hiring a part-time employee.

THE HOT PEPPER LADY

Expanding and hiring.

PIE ROGUE

Transitioning to incorporation, focusing on B2B wholesaling.

CRAFTS BY ADJOPE

Shifting from retail to wholesale.

LOVE LYLA BOOKS

Planning to launch a Book Mobile.

LOOKING FORWARD

With the success of this pilot, we are excited to continue supporting immigrant entrepreneurs in Canada. Your support is essential for expanding our impact and empowering entrepreneurs who contribute significantly to our economy.