

ST. CLAIR COLLEGE



ENTREPRENEURSHIP CENTRE



WELCOME TO

GENESIS ENTREPRENEURSHIP CENTRE

ST. CLAIR COLLEGE

Dept. of Research, Innovation, and Entrepreneurship



May 2023 WORKSHOPS

Genesis Entrepreneurship Centre, Main Campus: Room SC128

EVERYONE WELCOME.
REGISTRATION REQUIRED:
www.stclaircollege.ca/genesis

The Genesis Entrepreneurship Centre will be hosting programming in a virtual format as well as in-person. However, most posted Genesis Workshops and events will be delivered through [Zoom](#).

Please note: we have included additional workshops from our community partners. Please contact them directly for their workshop information.

The Money Side of Business: Tools & Techniques for Managing Your Financials

Monday, May 1st 10:00am – 11:00am [Register here](#)

This financial literacy session will enable you to be able to use financial management tools to evaluate business and make informed financial decisions for your small business.

What you will learn:

- What's financial management?
- What tools can help operate my business?
- How do I determine if a product is profitable? What's my most profitable product?
- Who are my most profitable customers?
- Why do I need a budget?
- How do I create and use a budget?
- What reports do I need?
- How do I tell where my business is heading?

Join us to learn more about the money side of business.

(Powered by: [Enterprise Toronto](#))

How to Start a Podcast

Tuesday, May 2nd 1:00pm – 2:00pm [Register here](#)

In this session Kirsti McNabney will spill all the BTS secrets of what you need to know about starting a podcast, from how the heck it even works to what recording tools you need, how to get your first guest and more.

And she'll also leave the floor open for anyone to ask questions so you can become confident enough to take the first step!

Kirsti is a marketing strategist and the host of the Thinking About podcast.

After years of thinking about having her own podcast, she finally started one in 2022. And managed to earn a spot in the top 10% of most globally shared podcasts in the 2022 Spotify Wrapped. With just under 50 episodes in about a year, she has hosted guests like Danielle Robay, Siff Haider, Scout Sobel and more.

You'll learn:

- How to take the first step bringing your podcast from a dream to reality
- The equipment you need to record, edit and host your podcast (without breaking the bank)
- Tips on pitching to get your first guests, brainstorm topics and asking great questions

(powered by: **Growclass**)

Futurpreneur Information Session

Wednesday, May 3rd 11:00am – 12:00pm [Register here](#)

Futurpreneur Canada offers young entrepreneurs aged 18 to 39 financing of up to \$60,000 and industry-leading mentorship to help take your business to the next level.

(powered by: **Halton Region**)

Foodpreneur Advantage: Costing & Pricing to Make Profit

Thursday, May 4th 10:00am – 11:00am [Register here](#)

This session is for you if you want to know how to price your food or beverage product appropriately. In this free 60-minute online seminar learn about:

- Understanding your COGS
- Cash Flow Management
- Planning for Profits

If you want to run a successful business it's important for you to know the 'numbers'. Learn how to cost and price your products and services for profitability and how the decisions you make about your operations and production processes affect your bottom line. Understand how to budget and spend money so you can pay all your bills and still have money left in your pocket at the end of the year.

Each participant will receive an Excel Financial Forecasting spreadsheet (blank) and completed examples for both a product and service business to assist you through the process. Use the spreadsheet to develop your individual timeline, operating and capital costs, and pricing calculator to create a cashflow projection and income statement for your business.

You will leave with a better understanding of how to properly cost and price your product to make a profit in the food and beverage industry!

(Powered by: Foodpreneur Advantage)

Basics of starting a Small Business

Tuesday, May 9th 10:00am – 11:30am [Register here](#)

Do you have an idea and you want to start your own small business, but you aren't sure where to start? Attend this free seminar to find out information such as:

- How to register your business
- Business structure
- Government support programs
- Other services and programs available to you

(Powered by: Small Business and Entrepreneurship Centre)

Information Session - Grow Your Business Online with Digital Main Street

Thursday, May 11th 9:30am – 11:00am [Register here](#)

Are you interested in increasing your online presence to grow your small business? This information session will provide detailed information on how Digital Main Street's (DMS) Digital Service Squad can help with one-on-one support and free digital transformation consultations. You will also learn more about the \$2500 Digital Transformation Grant (DTG) and application process.

Key takeaways:

- Learn about DMS and how this program can help your small business

- Programs
- Services
- Grants

- Steps to join DMS and apply for the DTG

- Register on digitalmainstreet.ca
- Complete the Digital Assessment
- Complete pre-qualification questionnaire
- What's a Digital Transformation Plan?
- Submitting your completed application (docs and info required)
- Approval process and timelines

- DTG guidelines and eligible purchases

(Powered by: Digital Main street)

Web Presence 101 - Ensuring Your Foundation Is Set

Tuesday, May 16th 10:00am – 11:30am [Register here](#)

Your customers are on the web. Having a strategy for your online presence allows you to market your small business online so customers can easily find you. In this workshop hosted by the Toronto Digital Service Squad we'll discuss the importance of getting your business online and where to start with developing your online presence.

What you will learn:

- What is web presence and what platforms you can use to set up your website
- How to create a professionally-designed, responsive website for your business
- How to optimize website content to improve your search engine ranking (SEO)
- Setting up your Google My Business listing and other online directories
- Getting started with social media
- How email marketing can grow your business and encourage repeat customers
- Developing a cohesive brand voice online
- Engaging with customers virtually and building relationships on the web

Join us to learn how to build the foundation for your business' web presence.

(Powered by: Digital Main street)

Understanding Financial Statements for Small Business Owners

Wednesday, May 17th 10:00am – 11:00am [Register here](#)

This financial literacy webinar will help to review and understand financial statements for small businesses. You will also be able to ask informed questions of financial professionals following this presentation.

What you will learn:

- How's my business doing?
- Did we make money this year?
- What does my P&L tell me?
- Why do I need a balance sheet?
- Where is my cash coming from? Where is my cash going to?
- Why isn't my cash equal to my profit?

Join us to learn how to understand financial statements for small business.

(Powered by: Enterprise Toronto)

Breaking Barriers: Unlocking Business Potential Through Accessibility

Thursday, May 18th 12:00pm – 1:00pm [Register here](#)

Join WEtech Alliance and EPICentre on Global Accessibility Awareness Day for a virtual session featuring accessibility advocate and expert David Best. In this session, we will explore the benefits of improving accessibility for your company and your workplace and how it can unlock business potential. David will share his insights and expertise on best practices for making companies and workplaces more accessible, along with real-world examples of successful accessibility initiatives. Don't miss this opportunity to learn how to make your company and organization more inclusive and accessible to all.

About Global Accessibility Awareness Day (GAAD): Thursday, May 18, 2023, helps celebrate the 12th Global Accessibility Awareness Day (GAAD)! The purpose of GAAD is to get everyone talking, thinking and learning about digital access and inclusion, and the more than One Billion people with disabilities/impairments.

(Powered by: WEtech Alliance)

Social Media for Your Business

Tuesday, May 23rd 10:00am – 11:30am [Register here](#)

Social media is an invaluable tool for today's business, whether you are just starting out or have been established for years. Not understanding how to use social media effectively can leave you overwhelmed and ultimately hurt your bottom line as your potential customers can easily find your competitors. This workshop hosted by the Toronto Digital Service Squad will leave you with a better understanding of how to leverage the power of social media to grow your online community, drive sales and reduce marketing costs.

What you will learn:

- How to choose the right social media platform(s) for your business
- How to set up and optimize social media profiles
- The basics of Instagram & Facebook shopping and how to utilize shoppable feeds
- Best practices for engagement on Facebook, LinkedIn, Twitter, Instagram, TikTok and Pinterest
- Growing your social media community using both organic and paid strategies
- Planning and curating your social media content
- Tools for managing platforms and scheduling posts to save you time and energy

Join us to learn the ropes of building an engaging and profitable social media presence for your business.

(Powered by: Digital main street)

Basics of Writing a Business Plan

Thursday, April 25th 10:00am – 11:00am [Register here](#)

A good business plan is your road map to success! A business plan is also required when applying for any type of small business financing. Attend this informative session to learn how to develop a business plan that will work for you! This session will cover:

- The required elements of a business plan
- How to break it down into manageable pieces
- Where to gather relevant information
- How to professionally arrange your ideas and research
- What to do with the plan when it's completed

(Powered by: Small Business and Entrepreneurship Centre)

Marketing Essentials for Small Business 101

Friday, April 26th 10:00am – 11:00am [Register here](#)

For any new business, growing your customer base is your top priority. Marketing is a critical piece of being found by your target audience, converting those prospects to customers, and keeping customers over the long term. This webinar will give you an introduction to the tips and tools you need to get your marketing started on the right foot. By the end of the presentation, you will have everything you need to establish your brand, identify and reach your target audience, get your small business found by your prospects, and drive new sales through the groundwork of establishing your small business's marketing presence.

What you will learn:

- Have I clearly defined my brand purpose?
- What is a core value proposition?
- How do I know who my customers are and how do I reach them?
- How do I get my small business noticed on Google?
- How do I create effective paid digital and social ads?
- What digital presence can I establish for my brand?
- Is my website as effective as it needs to be?
- What social platforms should I leverage? How do I effectively engage on social media?
- What non-digital marketing channels should I consider?
- Where can my small business be found?
- How do I grow loyalty from existing customers?
- What tools and resources can I use today to help market & advertise my small business?

Join us to learn about marketing and advertising for your small business.

(Powered by: Enterprise Toronto)

Legal Bootcamp – How to Start & Grow Your Business

Tuesday, May 30th 10:00am – 11:30am [Register here](#)

This webinar will be helpful for those that haven't launched their business yet, as well as those that have been in operation for under 3 years.

We'll answer questions like:

- Do I need to incorporate?
- What's the difference between a sole proprietorship, partnership and a corporation?
- Should I trademark my name?
- When should I register for HST?
- Are contracts really that important?
- How do I hire my first employee?

Educating yourself and knowing the answers to these questions is important part of the operation of your business.

Once you have completed this seminar, we will have taken the mystery out of legal issues and will have provided practical solutions to directly implement towards your business.

(Powered by: Enterprise Toronto)



SpeakHER Session: Machination of Law & Entrepreneurship

Wednesday, April 12th 12:00am – 1:00pm [Register here](#)

The Law and Entrepreneurship SpeakHER Series 2023 is a virtual speaker series that explores the implication of the law in business decisions for entrepreneurs in various industries. It is hosted by EPICentre with sponsorship from Professor Myra Tawfik, Don Rodzik Family Chair in Law and Entrepreneurship. Each session will involve a dialogue with accomplished female founders sharing their lived experiences dealing with the law and their lawyers.

This session will feature speakHER Diane Reko, CEO and Chair of the Board at Reko International Group Inc. We will engage in an interview with Diane to explore the various legal matters that she has come across in the manufacturing industry. Reko International Group Inc. is a diversified, technology-driven manufacturing company located in Lakeshore Ontario, Canada. The event will be moderated by Athanasia Thalia Petsis, a Dual Juris Doctor Candidate in the University of Windsor's Faculty of Law.

(powered by: EPICentre: Lauryn Bodde)



Service Canada: When an Employee is Separating From the Employer

Wednesday, April 13th 11:00am – 12:00pm [Register here](#)

Learn how to access Service Canada programs and services as an employer or a business.

This session will include:

- Topic #3: Overview of Employment Insurance
- 1. Different types of Employment Insurance (EI) Benefits
- 2. Record of Employment (ROE) and ROE Web
- 3. Employment Insurance for Self-Employed
- 4. Employment Insurance for Temporary Foreign Workers

Learning Outcome:

- New initiatives/programs for businesses, employers, and self-employed

Presenters:

- various Citizen Services Specialists from Service Canada

(Powered by: Enterprise Toronto)

RBC EPIC Founders Program – Information Webinar 2023

Friday, April 14th 2:00am – 3:00pm [Register here](#)

The Founders Program is an intensive 12-week accelerator program for early-stage founders looking to learn how to build a viable startup business model.

Over the course of 12-weeks, participants will receive up to \$6,000 as a participation award, have access to dynamic mentors and coaches, as well as the opportunity to attend tailored workshops, training seminars, and special events. The program will culminate on Final Pitch & Demo Day, giving participants the opportunity to pitch their idea and prototype to a panel of judges for a chance to win additional cash prizes valued at \$4,500.

This webinar is intended to give you:

- A basic overview of the Founders Program
- Outline of 12-week program and event schedule
- Review of program eligibility and requirements
- Detailed information about the application process
- Opportunity for Q&A

(powered by: EPICentre: Lauryn Bodde)

Marketing Essentials for Small Business 101

Wednesday, April 19th 10:00 am – 11:00 am [Register here](#)

For any new business, growing your customer base is your top priority. Marketing is a critical piece of being found by your target audience, converting those prospects to customers, and keeping customers over the long term. This webinar will give you an introduction to the tips and tools you need to get your marketing started on the right foot. By the end of the presentation, you will have everything you need to establish your brand, identify and reach your target audience, get your small business found by your prospects, and drive new sales through the groundwork of establishing your small business's marketing presence.

What you will learn:

- Have I clearly defined my brand purpose?
- What is a core value proposition?
- How do I know who my customers are and how do I reach them?
- How do I get my small business noticed on Google?
- How do I create effective paid digital and social ads?
- What digital presence can I establish for my brand?
- Is my website as effective as it needs to be?
- What social platforms should I leverage? How do I effectively engage on social media?
- What non-digital marketing channels should I consider?
- Where can my small business be found?
- How do I grow loyalty from existing customers?
- What tools and resources can I use today to help market & advertise my small business?

Join to learn about marketing and advertising for your small business.

(Powered by: Enterprise Toronto)



How to Use Social Media for Customer Acquisition (In Person)

Monday, April 24th 9:00 am – 11:00 am [Register here](#)

Location: Essex Centre Sports Complex - Shaheen Community Room 60 Fairview Ave W Essex, ON N8M 2E1

Social media can be a great asset for any business, if implemented correctly. As a small business owner it's important for you to make better use of social media. On the flip side, you have a business to run and adding one more thing in a dizzyingly busy world can seem overwhelming.

This beginner-level session will provide some needed calm. We'll remove the jargon and leave you with a common sense understanding of how social media can be used as part of a practical plan to bring paying

customers through your doors. Knowing how to leverage social media will help you grow your client base, increase profits and cut your marketing costs.

Key takeaways:

- Social media equivalent of word of mouth advertising (organic growth)
- How to appeal to new customers online (customer acquisition)
- Find new customers just around the corner (local search)
- Learn how the Digital Main Street program and Digital Transformation Grant can help you grow your business online

(Powered by: Small Business and Entrepreneurship Centre)



Connect For: Launching E-Commerce (In Person)

Tuesday, April 25th 5:00 pm – 7:30 pm [Register here](#)

Location: EPICentre (Joyce Entrepreneurship Centre - 2nd floor) 2455 Wyandotte Street West Windsor, ON N9B 0C1

Are you looking to learn more about trending entrepreneurial topics and to make new connections? Then, join us for our new series, Connect For. This free, in-person networking event will take place monthly, focusing on a different theme or industry.

Our second session, Connect For: Launching E-Commerce, will look to connect students with entrepreneurs and business owners actively running an e-commerce/online store.

During this 2-part event, attendees will have the opportunity to connect with liked-minded students, industry professionals, and local e-commerce entrepreneurs. Along with networking opportunities, guests will have the chance to hear from local entrepreneurs during the formal presentation portion of the event. Our presenters will share more about:

- Their business and ecommerce/online store
- Learning experiences
- Tools and resources
- Advice for future e-commerce entrepreneurs

Complimentary hors d'oeuvres and beverages will be available for attendees. Please indicate any food restrictions on your ticket.

Who this event is intended for:

- Any student from any faculty looking to learn more about launching an e-commerce/online store.
- Students and community members looking for unique networking opportunities.

Photos and videos will be taken at this event and possibly shared on promotional materials and/or social media accounts. If you do not want your photo taken or shared, please let a member of the EPICentre event team know or send an email to epicentre@uwindsor.ca

(Powered by: EPICentre University of Windsor)

Foodpreneur Advantage - How to Sell Your Food Product...Your Roadmap to Success

Thursday, April 27th 10:00 am – 11:00 am [Register here](#) - [FoodPreneur Advantage](#)

This session is for you if you want to learn how to sell your food product at markets, online, or to retailers.

In this free 60-minute online seminar learn about:

- How to set your pricing for success
- Positioning your product on the market
- Building an audience of raving fans
- The key things you can do to secure the sale

You have worked hard to develop a great product but you're struggling to make sales. What gives?

Successfully selling your product involves more than just having great tasting food. Pricing, marketing, and how you position your product all play a key role in ensuring that people will buy it.

In this session, we will be joined by Nicole Haney, former Founder & CEO of Boho Bars, a national energy bar company. Nicole will guide us through the key factors to consider in successfully selling your product, whether you're selling at markets, online, or to retailers.

You will leave with a better understanding of how to successfully sell your product in the food and beverage industry!

(Powered by: Foodpreneur Advantage)