

ST. CLAIR COLLEGE



ENTREPRENEURSHIP CENTRE



WELCOME TO

GENESIS ENTREPRENEURSHIP CENTRE

ST. CLAIR COLLEGE

Experiential Learning and Career Services Department



November 2023 WORKSHOPS

Genesis Entrepreneurship Centre, Main Campus: Room A1229

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

Wednesday, November 1st, 10:00 AM - 11:00 AM [Register Here](#)

This financial literacy session will enable you to be able to use financial management tools to evaluate your 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.

Speaker Bio:

All speakers are registered Chartered Professional Accountants (CPA) volunteering as part of CPA Canada's Financial Literacy program. All CPA members are professional financial experts who have a solid reputation and position of trust with Canadians. Their top priorities are protecting and acting in the public's interest. They are active in their communities and have a long history of giving back.

CPA Canada is working to address the growing social problem of financial literacy in Canada. Their mission is to deliver unbiased objective financial literacy education and information to improve the overall state of financial literacy in Canada. The information they provide is free, unbiased, functional, and clear, delivered at the grassroots level through their national CPA member network.

For more information about CPA Canada's Financial Literacy program, please visit their website:

<https://www.cpacanada.ca/en/public-interest/financial-literacy>

(Powered by: Enterprise Toronto)

Foodpreneur Advantage-Starting a Food Business

Thursday, November 2nd, 2023 10:00 AM - 11:00 PM [Register Here](#)

This session is for you if you are in the early stages of development and are looking to gain knowledge in the food and beverage industry. In this free 60-minute online seminar learn about:

- Creating a Business Model
- Doing your Market Research
- Analyzing the Competition
- What is Your Value Proposition?

Do you have an idea for a food business? Want to learn more before you “venture” into food production? Looking to find out how to search for a licensed commercial kitchen that can help you get your venture off the ground? Or just have a delicious recipe you wish to cook up into a money-making business? Then be sure to attend this valuable workshop on “Starting a Food Business”.

You will leave with a better understanding of how to get started on your path to success in the food and beverage industry!

(Powered by: Foodpreneur Advantage)

Financial Roadmap

Friday November 3rd 2023 6:00 PM - 8:00 PM [Register Here](#)

Financial management is vital for sustainable business growth. In this workshop, participants will learn how to calculate costs, develop financial models, and analyze financial statements to make informed business decisions.

This virtual event is hosted by the Southwestern Ontario Black Entrepreneurship Network (SWOBEN), which empowers and supports Black entrepreneurs, including business owners and nonprofit leaders in the greater Southwestern Ontario region, to succeed and thrive by building strong business foundations and optimizing opportunities. Click the link below at 6 p.m. on Nov. 3 to participate in the webinar.

(powered by: Southwestern Ontario Black Entrepreneurship Network (SWOBEN))

Basics of Starting a Small Business

Tuesday november 7th 10:00 AM - 11:00 AM [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)

PARO Pitch it Like a Pro *Last Session*

Wednesday November 8th 11:00 AM - 12:00 PM [Register Here](#)

Pitch It Like A Pro! Chance to Win \$500+More! All participants get a free one-year code to PAROGoForth online business 101 training (value \$200) Attend at least 2 of the 4 virtual sessions and then Pitch!

Open to all women entrepreneurs across Ontario! The 5th session you'll use everything you've learned to give your pitch to our judges for a chance to win \$500! Sessions will take place every Wednesday. October 18-November 8.

(Powered by:PARO Centre for Women's Enterprise)

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

Thursday, November 9th 10:00 AM - 11:00 AM [Register Here!](#)

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! (This session is offered four times per year)

(Powered by: Foodpreneur Advantage)

T1 General Small Business Tax Literacy Seminar

Friday November 10th , 2023 9:30 AM - 11:30 AM [Register Here!](#)

Presented by the Canada Revenue Agency's Liaison Officer Service Program

This seminar is offered to owners of small businesses and self-employed individuals who need help in understanding their tax obligations. The presentation is geared towards unincorporated businesses and will provide participants with the basic principles and resources needed to navigate the tax system.

During the seminar, the Liaison Officers will:

- Explain common tax errors
- Demonstrate how to use financial benchmarks for relevant industries
- Provide information on various tools and services offered by the CRA
- Explain general bookkeeping concepts and best practices

If you require accommodation, please notify us by email at least 4 weeks before the event date at etoronto@toronto.ca. To cancel the accommodation, we require 5 business days' notice before the event date.

(Powered by: **Toronto Enterprise**)

Founders Night YQG 2023 In-Person Event

Tuesday November 14th 6:00 PM - 8:00 PM Cost: FREE [*Must Register Here*](#)

Location: St. Clair College | Zekelman School of Business | Alumni Hall 2000 Talbot Rd Windsor, ON N9G 3C3

Have a startup idea or growing company and interested in expanding your network in Windsor-Essex? Join us in person for Founders Night YQG 2023, powered by St. Clair College Alumni Association, and the Zekelman School of Business at St. Clair College's Zekelman School of Business Alumni Hall.

Meet fellow entrepreneurs and members of the entrepreneurial ecosystem while gaining insights from Jake Karls, Co-founder and Chief Rainmaker at Mid-Day Squares, one of the rapidly expanding chocolate manufacturing brands in Canada and the United States. The unapologetically authentic, self-proclaimed "Willy Wonka of Canada" is a Forbes 30 Under 30 and will share his company's story of stratospheric growth through brand building and genuine human connection. Socialize over food and

drinks with other founders, potential co-founders, advisors, mentors, and partners. Most of all, get out of the house and have fun!

About Founders Night YQG:

This FREE event is a collaboration between WEtech Alliance, WindsorEssex Small Business and Entrepreneurship Centre, EPICentre, Genesis Entrepreneurship Centre and co-powered by St. Clair College's Zekelman School of Business and St. Clair College Alumni Association. It is a nightlong celebration that brings together entrepreneurs, startups, innovators, change makers, entrepreneurial support organizations, local leaders, and community to celebrate, educate, connect, and build momentum and opportunity around our region's startups.

Agenda:

6:00 PM – Arrival + Food + Networking

6:30 PM – Welcome / Introductions

6:45 PM – Keynote Presentation by Jake Karls

7:30 PM - Closing Remarks + Networking

Who should attend: Entrepreneurs, Aspiring Entrepreneurs, Founders, Startup Community Enthusiasts

About Jake Karls

Jake Karls is a different type of business leader – unapologetically authentic, refreshingly relatable, and completely free of bullshit. He is the Co-founder and Chief Rainmaker of Mid-Day Squares, the good-for-you chocolate brand that turned a kitchen-table dream into a global household name. Mid-Day Squares is leading the disruption of an extremely competitive vertical with a winning team, innovative marketing strategy, and fearless spirit. The secret ingredient fuelling the brand's stratospheric growth? Genuine human connection. Jake's role is to build the brand's network and visibility. To hear him speak is to understand how he does it. By prioritizing relationships, harnessing the power of storytelling, and being himself, Jake has cultivated the loyalties of investors, buyers, journalists, influencers, his own team, and of course, the chocolate-loving community. Even Kim Kardashian is a fan. He and his business partners, who happen to be his sister and brother-in-law, are strong proponents of a healthy corporate culture and emotional well-being, and even get together for regular business therapy sessions. Empathy and open communication are ingrained in the culture at Mid-Day Squares, promoting long-term success and sustainability. Jake is recognized as a rising star in the business world. He was a finalist in EY's Entrepreneur of the Year awards, was named to Forbes' 30

Under 30 list for 2023 (Food and Beverage category), and is featured as a regular contributor to media outlets across North America.

(Powered by: WeTech Alliance)

Foodpreneur Advantage-Costing & Pricing to Make Profits

Thursday November 16th 10:00 AM - 11:00 AM [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! (This session is offered four times per year)

(Powered by: Foodpreneur Advantage)

WSIB: Laws & Regulations for Small Businesses

Friday, November 17th, 9:30 AM - 11:30 AM [Register Here](#)

WSIB: Laws & Regulations for Small Businesses

Workplace injuries are an important issue and can be costly for small businesses.

Many employers do not understand their Health and Safety responsibilities and legal obligations. Please join Enterprise Toronto in this free webinar provided by Workplace Safety and Insurance Board, Health and Safety Excellence Program Consultant Lesia Conneely who will explain how to keep your workplace healthy and safe and in compliance with health and safety laws.

If you require accommodation, please notify us by email at least 4 weeks before the event date at etoronto@toronto.ca. To cancel the accommodation, we require 5 business days' notice before the event date.

(Powered by: Enterprise Toronto)

Getting Started with IP: Trademarks

Wednesday, November 22nd, 1:00 PM - 2:00 PM [Register here!](#)

What are trademarks? What can they protect and what do I need to know if I'm thinking of registering my trademark in Canada?

In this live presentation, you'll learn the basics of trademarks. We'll talk about the different types of trademarks and what they can protect. We'll explain what to include in your registration application and how to avoid some of the most common mistakes when creating a trademark.

Join us for an interactive presentation with online polls, live Q&As and videos. All participants will get a copy of the presentation with links to CIPO's most popular IP resources for businesses.

(Powered by: Canadian Intellectual Property Office (CIPO))

Basics of Writing a Business Plan

Thursday, November 23rd, 2:00 PM - 3:30 PM [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 in to 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)

The Importance of Paid Advertising in a Digital Space

Tuesday, November 28th , 10:00 AM - 11:00 AM [Register Here!](#)

Advertising in the digital space can be complicated, especially with different ad formats, multiple platforms, budgeting, and running your own business! If you are not sure where to begin or are confused about what kind of ad to run, this session is for you! In this webinar, the Digital Service Squad from Toronto will share key insights into Google Ads, Facebook Ads, and Instagram Ads.

You will learn about:

- Google Ads
- Facebook ads
- Facebook pixel
- Instagram ads
- Targeting audiences
- Which ads to run for your business
- Key terminology in ad platforms

Join us to learn why you should consider paid advertising for your business and how you can easily get started.

(Powered by: Small Business and Entrepreneurship Centre)

How to Deliver a Pitch

Thursday November 30th 6:00 PM - 8:00 PM [Register Here!](#)

Learn the techniques and strategies to confidently present your ideas, products, or services to any audience. From honing your communication skills to creating memorable visuals, we'll provide you with the tools and insights needed to leave a lasting impact. Elevate your presentation game and increase your chances of success in any pitch scenario. Join us and unlock the power of persuasive communication.

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(Powered by: [Southwestern Ontario Black Entrepreneurship Network \(SWOBEN\)](#))