

ST. CLAIR COLLEGE



ENTREPRENEURSHIP CENTRE



WELCOME TO

GENESIS ENTREPRENEURSHIP CENTRE

ST. CLAIR COLLEGE

Experiential Learning and Career Services Department



September 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 Importance of Paid Advertising in a Digital Space

Tuesday, September 5th 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 on 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.

What you will learn:

- 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: Digital Main Street)

Connect For : Startup Mixer

Thursday September 7th 5:00 PM - 7:00 PM Cost: FREE [Register Here](#)

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

Join the University of Windsor Entrepreneurship, Practice, and Innovation Centre (EPICentre) for a Startup Mixer! This event is being held as a part of our Connect For series, a series of events that build a bridge between students, community, and entrepreneurs to create lasting connections.

Connect For: Startup Mixer aims to make connections between the Lancer student body and our vibrant, local entrepreneurial ecosystem. Whether you're an aspiring entrepreneur or simply curious about the startup scene in Windsor, this mixer is the perfect opportunity to connect with local businesses, explore what our city has to offer and learn more about EPICentre programs that can help kickstart your journey.

At Connect For: Startup Mixer, you'll have the chance to engage with a diverse range of local startups, entrepreneurs, and industry professionals making waves in Windsor's entrepreneurial landscape. Meet entrepreneurs from various industries and learn how they turned their passion into a viable business model.

This event will take place at the University of Windsor EPICentre, located on the second floor of the Joyce Entrepreneurship Centre. EPICentre is a renowned hub for entrepreneurship and innovation that provides a supportive environment for students and recent graduates by providing resources, mentorship, and programs designed to nurture entrepreneurial ideas and ventures.

Mark your calendars and get ready to connect with Windsor's entrepreneurial community at EPICentre's Connect For: Startup Mixer!

(Powered by: EPICentre)

T1 General Small Business Tax Literacy Seminar

Friday September 8th 9:30AM - 11:30AM [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

(powered by: Enterprise Toronto)

Basics of Starting a Small Business

Tuesday September 12th , 10:00AM- 11:00PM [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 Centre and Entrepreneurship)

Wednesday Wisdom Networking with Frank Abbruzzese

Wednesday September 13th , 10th 5:00PM - 7:00PM Cost : FREE

Location: Tabouli by Eddy's 1614 Lesperance Rd, Tecumseh ON (<https://taboulibyeddis.ca/>)

Our next Wednesday Wisdom is going to be on September 13th at Tabouli by Eddy's located at 1614 Lesperance Rd. The event runs from 5:00 pm to 7:00 pm and remember to bring your business cards, share your story and make new connections.

RSVP via reply e-mail. Frank Abbruzzese frank@alphakor.com

CEO & President

frank@alphakor.com

(Powered by: WeTech Alliance)

Investment Readiness Day!

Thursday September 14th 12:00- 4:00PM *APPLICATION REQUIRED DUE TO LIMITED SPACE. [Register here](#)*

Location: Joyce Entrepreneurship Centre: 2455 Wyandotte St W 2455 Wyandotte Street West Windsor, ON N9B 3B3

Investment Readiness Day will feature two-panel discussions - One offering investor insights from prominent firms like Redstick Ventures, WECAN, OMERS Ventures, Inovia Capital, and Libro Credit Union, and the other showcasing success stories from an entrepreneur who has raised funds for their startup, with a networking lunch to connect with panelists and fellow attendees.

This event is tailored to assist entrepreneurs and founders in Windsor-Essex and Chatham-Kent in developing an investment strategy, navigating the investment landscape, and ensuring their startup is investment-ready. This will include education on the investment process, funding options at different business growth stages, considerations for optimizing investment and growth strategies, and valuable networking opportunities for accessing capital and resources.

Program Schedule:

Panel 1: Investor Insights | Featuring investors and experts from HockeyStick Ventures, Windsor-Essex Angel Capital Network (WECAN), OMERSs, Innovia Capital, and Libro Credit Union

Panel 2: Success Stories | Learn from a founder who has successfully raised funds for their startup, and hear their key lessons learned, pitfalls to avoid, and strategies to help keep your investors joyously engaged in your journey.

Networking Lunch | Enjoy a delicious lunch while networking with our panelists and fellow attendees

Seats are limited so apply today to ensure your spot! Note: Priority will be given to existing WEtech Alliance clients along with clients of regional ecosystem partners.

(Powered by: WeTech Alliance)

Web Presence 101 - Ensuring Your Foundation is Set

Tuesday September 19th 10:00AM- 11:00AM [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**)

Lunch & Learn Featuring AON — Cybersecurity: Pains, Claims and Automobiles

Wednesday September 20th 12:00PM - 1:00PM [Register Here](#)

About:

Cyber Risk continues to evolve as the threat vectors, technology and laws change, and the impacts are becoming increasingly costly to organizations. In fact, the FBI's 2022 Internet Crime Report estimates that U.S. losses arising out of Internet Crimes exceeded \$10.3 billion, up 49% year over year. In this Lunch & Learn, Aon Cyber Solutions will share insights on our current cyber threat landscape, review impacts to the insurance industry and share how insureds can best evaluate and position themselves for risk transfer.

(Powered by: SAA)

St.Clair College Part Time Job Fair

Thursday September 21st Cost : FREE

Location: St.Clair College Main Campus - SLC

awaiting event details.

(Powered by: St.Clair College Career Services)

Social Media For Your Business

Tuesday, September 26th 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

(Powered by: Digital Main Street)

Guidance for Starting & Growing Your Business

Wednesday September 27th 6:00PM- 7:00PM [Register here](#)

Thinking of starting a business? Have an idea you want to commercialize? Do you have an existing business and want to diversify your revenue streams?

Join us for an informative hour of entrepreneurial insights and inspiration. Learn about the power of a growth mindset and how it can fuel your entrepreneurial journey. Uncover the key steps to defining the problem your idea solves and describing the value it delivers. Find out how to stand out from the competition and assess market sizing for your idea. Get the lowdown on what an MVP is and why it's crucial to launching your idea.

PLUS, discover who WETech Alliance is, and how we help innovative and tech-based entrepreneurs and companies Start, Sell and Scale.

(Powered by: WETech Alliance)

Basics Of Writing Business Plan

Thursday September 28th 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)
