



# 2012 - 2013 ANNUAL REPORT

## Messages from ...



### **Paul Joudrey, Chairman Board of Directors**

I have been involved with the Centre for Entrepreneurship Education and Development since May 2010 and continue to be amazed by the accomplishments of this team. Their commitment to fostering the development of entrepreneurship in Nova Scotia and their dedication to assisting their clients is second to none.

The results outlined in this year's Annual Report show how CEED continues to support the growth of an entrepreneurial culture in Nova Scotia. This year CEED helped more than 2,000 people through financing assistance, educational programs, training and mentoring. This report also outlines CEED's initiatives to establish important partnerships and coordinate activity with key players in this field.

I am reminded of the proverb: "Give a man a fish, and you feed him for a day, show him how to catch fish and you feed him for a lifetime." By helping clients obtain the necessary knowledge, skills and mentoring to become entrepreneurs, CEED has given them the tools to pursue their future in the business world.



### **Heather Spidell, President and CEO**

In the past 20 years CEED has had a profound impact on our political, social and economic landscape in Nova Scotia. We know that more than 79 per cent of CEED startups are still in business after five years and these businesses are contributing to our economy and offering inspiration to aspiring entrepreneurs of all ages.

At CEED we believe small is big -- there is an important place in our province for grassroots entrepreneurship and it starts with education and perspective. Together with our partners we play to our strengths and collectively help individuals realize their full potential by encouraging them to think big, take risks, fail and learn.

Many thanks to our amazing team of staff, student interns, volunteers, mentors, funders, partners and champions who make it possible for us to deliver on our mandate to create a culture of entrepreneurship in Atlantic Canada.

Speaking of building on your strengths, I continue to be inspired by this quote from Moses Coady: 'They will use what they have to secure what they have not.'

## Year in Review

CEED partnered with the Halifax Chamber of Commerce to allow CEED clients to access memberships at a **50** per cent discount. CEED also partnered with the Mount Saint Vincent University's Centre for Women in Business (CWB) to allow clients to access a first-year membership for free.

CEED expanded its reach to young entrepreneurs requiring financing by serving as the community partner for the Canadian Youth Business Foundation (CYBF) in rural areas of Nova Scotia. In 2012/13 CEED assisted CYBF in disbursing **33** loans representing **58** per cent of the **57** CYBF loans in Atlantic Canada, including loans to entrepreneurs in Mahone Bay, Bridgewater, Lunenburg and Charlottetown.

CEED delivered presentations to the Immigrant Settlement & Integration Services, Nova Scotia School of Independent School of Social Workers and to individuals considering agriculture related businesses at The Hub Halifax in conjunction with the Think Farm Resource Centre of Agriculture Nova Scotia.

CEED received a two year commitment from the TD Financial Literacy Grant Fund, managed by Social and Enterprise Development Innovations (SEDI) to build the financial literacy of Nova Scotians at risk of poverty. Also, CEED test piloted the Financial Consumer Agency of Canada's "Financial Literacy Tool Kit" with **138** participants in Nova Scotia's private sector.

CEED hosted auditions for season 8 of CBC's Dragons' Den in February 2013. Over **45** aspiring entrepreneurs came through the CEED offices hoping to appear on the show and pitch to the Dragons. Our partners from ACBSE, BBI and CYBF and volunteers on our Loans Review Committee helped the contestants.

CEED was selected by the Canadian Council of Small Business and Entrepreneurship to host their national conference in May 2014 at Saint Francis Xavier University, Antigonish, NS

CEED, CYBF and BDC client, Zane Kelsall, co-owner of Two If By Sea Bakery Café, won the \$100,000 BDC Grand Prize For Innovation in the 2012 BDC Young Entrepreneur Awards.

CEED helped **95** new businesses to take flight through the Self Employment Benefits (SEB) program and **45** businesses secure funding this year.

“Where others may have seen a bonehead idea, CEED really got to the meat of the matter and helped put us on track to be a smoking success.”

Cindy Wheatley  
BONEHEADS BBQ



Entrepreneurial training headquarters.  
For more information on our programs,  
please call 902.421.2333 or visit [www.ceed.ca](http://www.ceed.ca)

## Funding Partners

A pillar of CEED's work is collaborating with organizations, communities and individuals to coordinate and maximize collective resources and efforts to make an entrepreneurial difference. The confidence and trust of funders is integral to CEED's ability to grow the economy in a socially responsible way through entrepreneurship education and development.

CEED thanks the following funding partners for another year of entrepreneurial success and looks forward to many successful tomorrows.

- ☒ Atlantic Canada Opportunities Agency (ACOA)
- ☒ Employment Nova Scotia (ENS)
- ☒ Nova Scotia Department of Community Services (DCS)
- ☒ Nova Scotia Department of Economic and Rural Development and Tourism (ERDT)
- ☒ Nova Scotia Department of Labour and Advanced Education (LAE)
- ☒ Service Canada



CEED hosted Dragons' Den auditions in Halifax earlier this year.



Macguire Burke (L) and Langley Burke (R) pitch their business Mini Sticky to the Dragons' producers. Verdict is... they're going to Toronto!

## Innovation | Change | Growth

One of Heather's first priorities after joining CEED as President and CEO, was to reach out to other like-minded organizations to learn more about what they do and how to work together. Since then, a group of service providers dedicated to supporting young entrepreneurs has been collaborating to understand the entrepreneurial experience, identify gaps and opportunities to share resources where possible. Organizations include:

- ✦ Black Business Initiative
- ✦ Canadian Youth Business Foundation
- ✦ Entrepreneurs with Disabilities Network
- ✦ Junior Achievement of Nova Scotia
- ✦ Nova Scotia Association of Community Business Development Corporations
- ✦ Nova Scotia Community College

Under Heather's dedicated leadership, CEED continues to experiment and explore innovation to improve client experience and strengthen productivity and efficiency:

- ✦ Staff attended the Apple Learning Tour 2013 in Fredericton, New Brunswick, for a focused session on engaging students and transforming learning through innovative, interactive tools for creating, curating, and deploying content.
- ✦ CEED now uses the Cloud with Google Apps for email, file sharing and productivity applications.
- ✦ CEED has incorporated MediaSpark's GoVenture education games and simulations into client training.
- ✦ Professional development for CEED staff has been a priority including unconventional approaches to business planning, learning how to effectively support new and growing social enterprises, small business counselling certification, information technology as a tool for learning and business productivity, and adult education. Investment in these areas translates directly to the enhanced success of our clients.
- ✦ CEED now features office sharing, hot desks for visiting clients, mobile furniture that adapts to staff and clients' needs, and technology to support virtual communication, counselling and collaboration.

## Entrepreneurs helping Entrepreneurs

In spring 2013, CEED launched the Entrepreneur in Residence (EiR) program as a new mentorship program accessible to anyone in Nova Scotia, offering exciting opportunities for entrepreneurs of all stages to connect with some of the province's most experienced business people.

EiR participant Moses Robicheau, owner of Laugh it Up photo booth services, says; "The panel of mentors was awesome... they brought up so many different ideas and perspectives, helped you focus and showed you new opportunities you may have not thought of before."

Thank you to this years' inaugural group of mentors ...

- |                      |                 |
|----------------------|-----------------|
| ✦ Jay Aird           | ✦ Bill McMullin |
| ✦ Holly Bond         | ✦ Robert Orr    |
| ✦ Tim Burke          | ✦ Tasha Richard |
| ✦ Rachel Dodds       | ✦ Milan Vrekic  |
| ✦ Lisa Drader-Murphy | ✦ Shawn Wilkie  |
| ✦ Tom Hickey         | ✦ Robert Zed    |
| ✦ Brian Lowe         |                 |

“ “ If we are together nothing is impossible. If we are divided all will fail. ” ”  
Winston Churchill



## Helping Communities through Entrepreneurship

CEED road trips began this year with an initiative the team calls “listening tours.” The goal is to learn and discover the many pockets of entrepreneurial spirit across the province and in doing so, expand knowledge, information and resources.

The tour started in Antigonish and the Annapolis Valley and continued on to Parrsboro, Moncton, Fredericton and Toronto.

Since that time, CEED staff who care about the future of their home towns are returning to see how they can help. By building on the relationships staff have in their home communities, CEED is able to better understand the community’s strengths, available resources and challenges. CEED also serves as a bridge, helping connect people in these communities to individuals and organizations in other locales who can offer service, support, new models, new ideas and funding.

“There is so much we can learn from rural communities about entrepreneurship, courage, perseverance and resilience. And there is so much potential for communities to rebuild and renew by cultivating their entrepreneurial roots applying innovation to traditional industry.”

Heather Spidell

The CEED team can help in many ways, from offering workshops in schools, hosting information sessions for people thinking of starting or growing their business, counselling small business owners one-on-one and connecting people to other resources across the province.



# CEED Online

CEED is actively helping entrepreneurs realize the full potential of social media by providing them with the knowledge they need to maximize opportunities on Facebook, Twitter and LinkedIn. CEED is teaching entrepreneurs how to effectively research online, track what is being said about their business and monitor competitors. As a social savvy organization CEED is always testing new 'apps' to enhance education programs and strengthen productivity and efficiency.

CEED uses social media to celebrate the success of clients, partners, volunteers, business leaders and like-minded organizations.



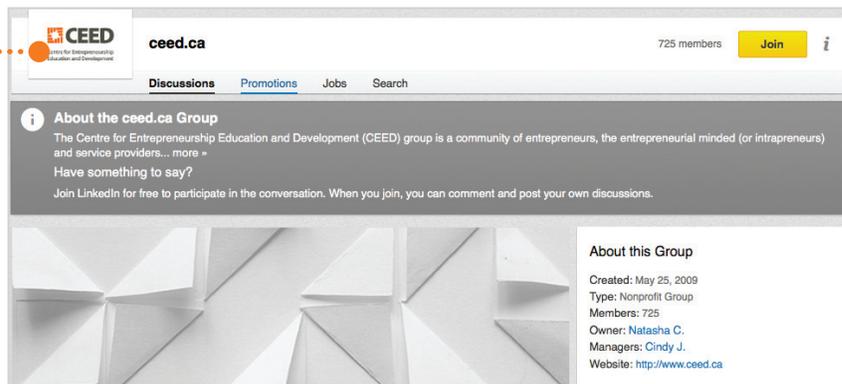
Facebook is a great tool for sharing CEEDlings' successes and opportunities.



Here, we have open dialog in real time with our followers, opening the door for fantastic conversation.



We are growing our engagement with highly informative content and professional interactions.



## Youth Engagement

CEED has seen the impact that entrepreneurial education can have. Our programs help youth discover their potential by better understanding the skills they possess, building new skill sets, helping them forge strong connections to their communities, finding meaningful employment, considering entrepreneurship as a viable career option and starting their own businesses.

**This year, more than 2000 youth were engaged in CEED's programs.**

- ✚ **1500** students across Nova Scotia have learned about entrepreneurship through CEED's school-based programming
- ✚ CEED partnered with Junior Achievement to help deliver workshops to more than **140** students as part of their Company Program Executive Training
- ✚ CEED partnered with Nova Scotia Secondary School Students' Association to deliver workshops to over a **150** students raising awareness about entrepreneurship as a viable and exciting career option
- ✚ **8** young men and women graduated from CEED's award-winning Second Chance Program
- ✚ CEED's Youth Employability Project supported more than **180** youth

## Success Story

Just one year ago, Steve's life was in a completely different place. With no place to call home, getting his life moving forward was a daunting task. Then Steve joined the Youth Employability Program and completed an eight week housekeeping program through the Tourism Industry Association of Nova Scotia at the end of March. Soon after, Steve secured a position with the Prince George Hotel in Halifax and he is extremely excited to continue learning and gaining new skills. With his life on track, Steve sees nothing but positive possibilities heading his way.

## Second Chance Program

Over the last **14** years, more than **150** young Nova Scotians have successfully completed CEED's Second Chance Program. CEED recognizes that many young people who come into conflict with the law possess misdirected entrepreneurial characteristics and, with support, can channel their creativity to become successful entrepreneurs.

In December 2012, the Second Chance Program graduated 8 participants who embraced change and learned new skills to improve their lives and plan for a positive future.

## Youth Employability Project (YEP)

CEED's Employability Project supported more than **180** young Nova Scotians this year alone, offering a range of services and support including employability skills development, leadership development, education, peer counselling, mentoring and lessons on self-sufficiency. Entrepreneurial thinking and practice is a common thread linking all of the support-based services.

*"It made me believe again and see that I can truly do ANYTHING I set my mind, body and soul to. Graduating from the program is a next step in life for me and helped me to see I can stay focused and that I can do more than I give myself credit for."*

### CEED Second Chance Participant



## Small Business Counselling

Clients of CEED can often come in many forms. Some are young in their entrepreneurial journey, whereas others are further down the road. Through various programs and CEED resources, clients are able to gain access to business advisors and knowledge.

The CEED Self-Employment Benefits (SEB) program is designed to match clients with a business advisor at the beginning of their journey. Susan Downey graduated from the program and launched **Grape Escapes**. Through the SEB program, Susan equipped herself with the skills needed to run a successful business. With strong support behind her, Susan pursued her dream and is now one of the leading wine tour companies in Nova Scotia.



## The Business of Good

CEED hosted a series of Business of Good conversations in Antigonish and Halifax to talk about socially purposed businesses or social entrepreneurship. The sessions highlighted the supports and resources available to help social entrepreneurs take flight and be successful. Special thanks to the following individuals for sharing their time and expertise and being part of the dynamic discussions.

- David Campbell, Jupia Consultants, British Columbia
- Pat Carlson, Changes Non- Profit Enterprises Inc, New Brunswick
- Lisa-Drader Murphy, Turbine Fashion, Nova Scotia
- Karina LeBlanc, Pond-Deshpande Centre, New Brunswick
- Pape Samb, Phelps Stokes, Washington, DC
- Tristina Sinoploi, MaRS Discovery District, Ontario

CEED is pleased to continue conversations that originated at the Pond-Deshpande Centre “Changes Social Enterprise Development” dialogue in Fredericton, NS. CEED’s subsequent Business of Good events held in Antigonish and Halifax saw groups of inspiring social entrepreneurs enthusiastically pursuing The Business of Good.

In the effort to further expose youth to social enterprise, CEED partnered with Mount Saint Vincent University’s Business and Tourism Department and the Norman Newman Centre for Entrepreneurship at Dalhousie University to host Social Enterprise for a Day. In all, **140** students created and implemented a social enterprise in a weekend.

Both events were made possible through the financial support of the Nova Scotia Department of Economic and Rural Development and Tourism (ERDT).



University students promote a new social enterprise downtown during Social Enterprise for a Day (SE4D)



Pape Samb and Karina LeBlanc



## Loans Review Committee

CEED has its very own version of CBC's Dragons' Den called the Loans Review committee. The Committee is comprised of members from the Nova Scotia business community, many of whom are entrepreneurs themselves that volunteer their time to hear pitches for financing entrepreneurial ventures.

CEED is the delivery agent for CYBF Loans and the ACOA Seed Capital Program. Entrepreneurs work with one of CEED's Loans Officers to prepare their business plans, test their ideas and ensure they have developed thorough financial projections and plans before presenting to the committee.

CEED is grateful to the following committee volunteers:

- ✦ Brian Aird, Entrepreneurs with Disabilities Network
- ✦ Margaret Armour, Aerobics First Ltd.
- ✦ James Dalziel, Business Development Corporation
- ✦ Susan Eldridge, Market To Market Consulting
- ✦ Meena Ghanshyam, Scotiabank
- ✦ Sean Glover, Cox and Palmer Law
- ✦ Paddy Hynes, Royal Bank of Canada
- ✦ Jennifer Johnston, Bank of Montreal
- ✦ Rebecca King, Investors Group
- ✦ Shelley LeBrun, TD Canada Trust
- ✦ Bill McArthur, Liquid Gold
- ✦ Sonia Menendez, BMP Developments Ltd.
- ✦ Corey Mosher, SkyBox Hair Cuts
- ✦ Laurie Sinclair, Centre for Women in Business
- ✦ Sean Williams, Sean Williams Marketing Group
- ✦ Jane Wright, Jane's Next Door



## Board of Directors

CEED's Board of Directors is a group of talented and loyal business individuals who believe in the organization's work. The Board of Directors represent a variety of community organizations, funding agencies and relevant sectors including education, finance and investment, strategic planning, government, youth work and small business.

The Board's diverse perspective and knowledge base helps to enrich CEED's programs and services. The Board makes valuable connections and provides financial, strategic and ethical oversight.

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|---------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------|
|  Dr. Robert Bérard     |  Dr. Harvey Silverstein |
|  Dave Bourque        |  Heather Spidell      |
|  Anna Burke          |  Mike Townsend        |
|  Jennifer Burke      |  Brian Watson         |
|  Paul Joudrey, Chair |  Peter Wilde          |
|  Amanda MacNeill     |                                                                                                          |



## Income Statement April 2012 to March 2013

### REVENUE

Government Funding for Programs	\$1,726,118	82%
Government Funding for Special Projects & Training	\$209,352	10%
Administration and Investment Income	\$163,662	8%

### TOTAL REVENUE

	\$2,099,132	100%
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### EXPENSES

Program Cost	\$459,214	22%
Wages	\$1,161,590	56%
Operating Cost	\$412, 221	19%
Capital Cost & Amortization	\$56,335	3%

### TOTAL EXPENSES

	\$2,089,360	100%
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### NET INCOME

	\$ 9,772
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