

2015 – 2020 Strategic Plan

Advancing Entrepreneurship in Nova Scotia



WELCOME

Advancing Entrepreneurship in Nova Scotia is a five year strategy that will strengthen CEED's role within the entrepreneurship ecosystem.

Over 20 years ago, CEED was established to fill a gap in the provincial education system. Given the recent findings reported by the *Nova Scotia Commission on Building our New Economy*, the need for integration of entrepreneurial education, skill development and SME support remains evident.

With a strong foundation, **Advancing Entrepreneurship in Nova Scotia** is our

opportunity to be bold, make an impact and pursue new opportunities that meet the evolving needs of Nova Scotians.

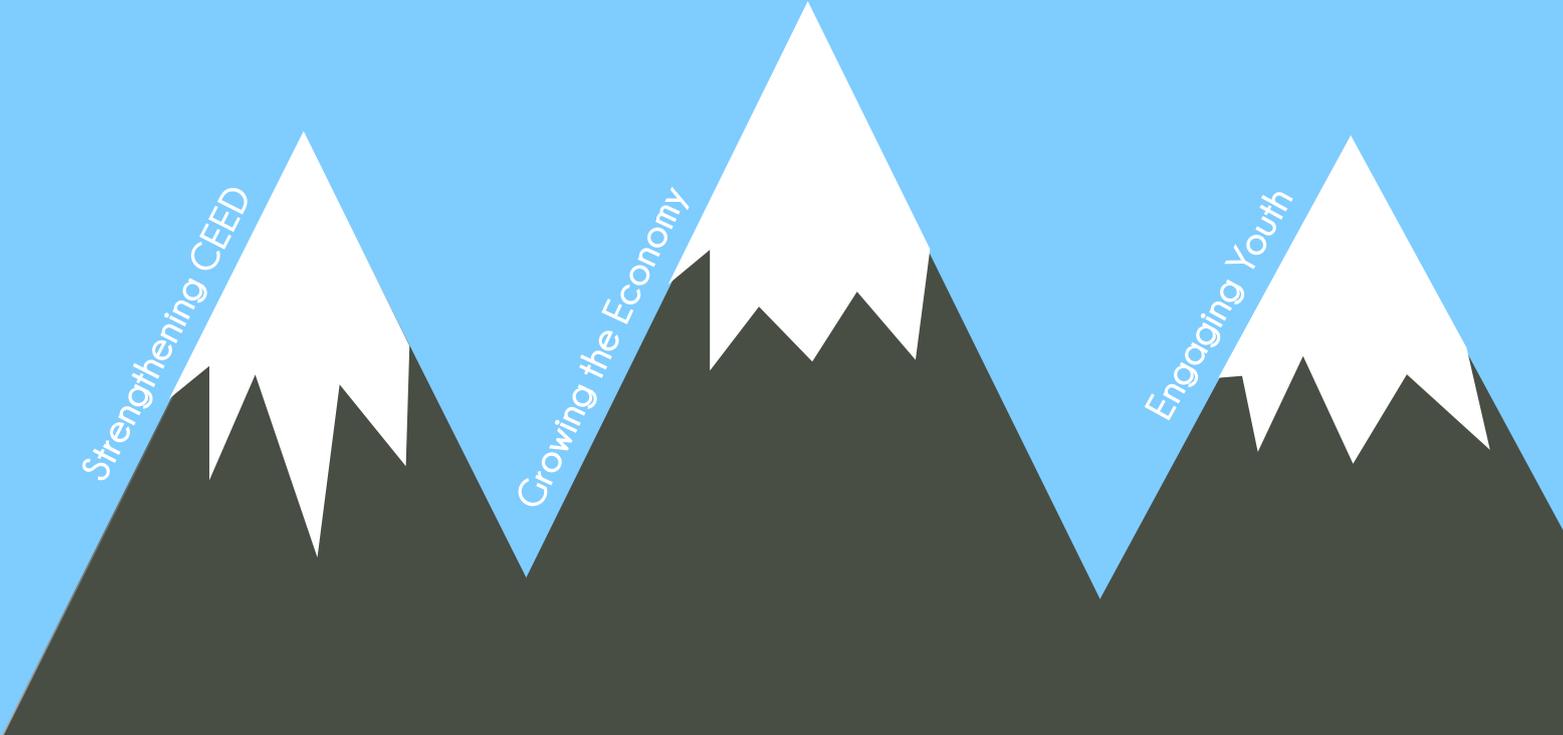
As CEED looks toward 2020, we are setting a path for the future - one that partners with the entrepreneurs we support, the youth we educate, the collaborative agencies with whom we work, the SME community, and our dedicated volunteers; we are all working together to create a vibrant and entrepreneurial Nova Scotia.

It's time to take
a look at the
AMAZING
things to come

In Advancing Entrepreneurship in Nova Scotia we will

LEVERAGE OUR CORE STRENGTHS

to achieve our three strategies that will help shape the entrepreneurship ecosystem in Nova Scotia.

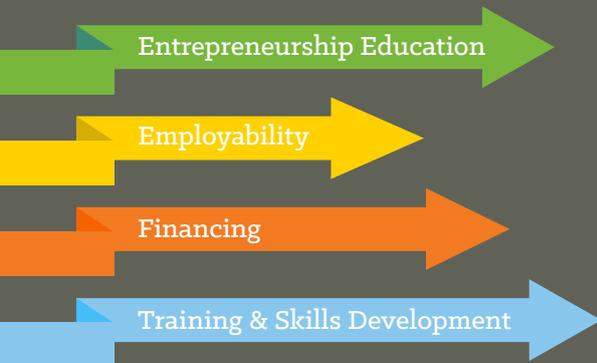
A stylized graphic of a mountain range with three peaks. The mountains are dark grey/black, and the sky is light blue. The text is written in white, slanted font, following the contours of the peaks.

Strengthening CEED

Growing the Economy

Engaging Youth

Our Vision is one of a
VIBRANT *and*
ENTREPRENEURIAL
Nova Scotia



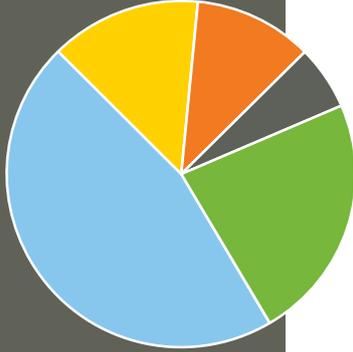
CEED's definition of entrepreneurship

Entrepreneurship is a way of life. It is a process by which we identify and act upon an opportunity to create something of value under conditions of risk and uncertainty. Entrepreneurs draw upon the personal characteristics, skills, attitudes and resources they possess or obtain to bring vision to life.



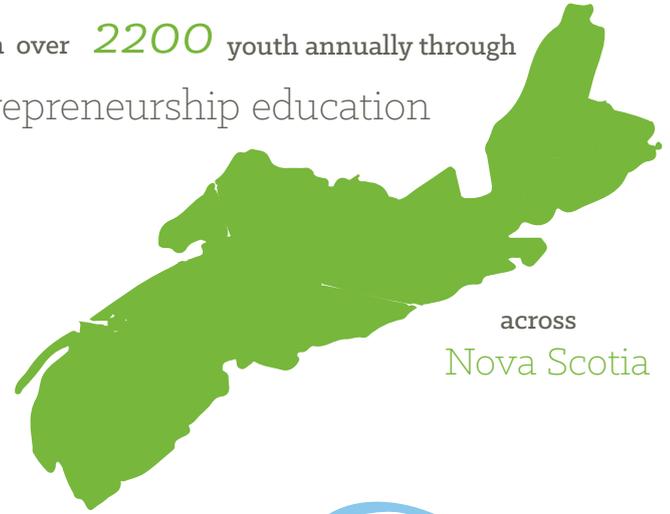
Support over **200** youth annually through the Youth Employability Project

Leverage loans within multiple sectors



Health & Wellness
Food
Technology
Retail
Service

Reach over **2200** youth annually through entrepreneurship education

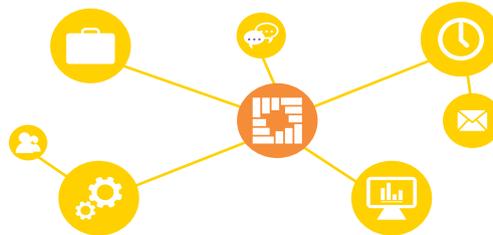


across
Nova Scotia

Over **150** Start-ups start at CEED annually



Engaged in strong **partnerships**



20%
Increase in
Social Media
Engagement



CEED delivers **INNOVATIVE** programs that **EMPOWER** individuals and communities to achieve their full **POTENTIAL**

Where we've been

CEED first began as an entrepreneurship project within Nova Scotia's Department of Education, with a goal of infusing entrepreneurship into the school system.

1993



We became a not-for-profit and evolved into a multi-faceted organization for youth; teaching employability skills and entrepreneurship.

2002



We have helped over 1000 entrepreneurs through training, financing and specialized programming, and continue to educate and empower youth and community groups.

2011

1997

We officially began offering micro-loans to the start-up community in HRM thereby increasing access to capital.



2007

CEED began offering the Self Employment Benefits Program and expanded its training to support entrepreneurs across the province.



One by one
CEED is impacting the
& ECONOMY
CULTURE
of Nova Scotians

Where we are

We facilitate creative pathways to assist Nova Scotians to explore other career options and we strive to create a winning-environment for entrepreneurs of all ages.

By collaborating with schools, post-secondary institutions and community groups across the province, we deliver educational programming that is experiential, competitive, and competency focused.

Reaching over 2200 youth annually through entrepreneurship education, and over 200 youth through the Youth Employability Project, CEED is developing transferable skills such as financial literacy, problem solving and critical thinking.

Each year, we increase the number of entrepreneurs operating in Nova Scotia through training, financing and networking opportunities. CEED's initiatives encourage individuals to explore the possible, while motivating them to develop their ideas and bring them to fruition.

CEED positively impacts the social and economic growth of our region that helps thousands of entrepreneurs go from idea generation to launch.

Where We're Going

Advancing Entrepreneurship in Nova Scotia is our plan to disrupt the status quo and harness the power of entrepreneurial thinking.

With each action, we will lead, innovate, partner, pursue and impact entrepreneurial initiatives, encouraging a radical change to the way we think about entrepreneurship.

Entrepreneurship is a way of life. It is the process of identifying and acting upon

an opportunity to create something of value that will provide others with a unique product, purpose or solution.

We will focus on collaborating with strategic partners, thinking outside the box, integrating innovative technology and supporting the direction of provincial economic and educational reports.

The **IMPACT** will be a vibrant and entrepreneurial Nova Scotia.

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Now is an exciting time for CEED - our mandate directly aligns with the call to action put forth in recent economic and educational publications that are shaping our province.

With a shift in focus towards entrepreneurship, rural development and the value of networks, the time for Nova Scotians to embrace new attitudes is now and CEED can help!

The One Nova Scotia Commission Report has concluded that to build a better future for Nova Scotians, we need to build a shared vision, and at CEED, we couldn't agree more! Through a collaborative approach, we have the opportunity to engage in strategic partnerships to enhance entrepreneurship opportunities for the SME community, youth, educators and our province.

With over 25,000 businesses existing with no paid employees, our province has proven itself to be entrepreneurial, but the needs of our youth and entrepreneurs continue to change; through a responsive, nimble and flexible approach, CEED will meet these needs.

The Nova Scotia Action Plan for Education highlighted gaps in curriculum, including life skills, financial literacy, civic engagement, entrepreneurial skills and adequate preparation for career options. We are contributing to the solution by providing entrepreneurship education and encouraging youth to embrace risk, solve problems and get creative, while exploring entrepreneurship as an attractive career choice and tool to become self-reliant.

Our Opportunities

A recent Nova Scotia survey revealed that only 12 per cent of Nova Scotian students envision themselves as future entrepreneurs (The 3 Rs: Renew, Refocus, Rebuild).

According to the Report from the Minister's Panel on Education, *Disrupting the Status Quo: Nova Scotians Demand a Better Future for Every Student*, P-12 curriculum is too heavily focused on preparing students for university, which leaves few options for students who want to pursue other directions. By engaging youth in the exploration of non-traditional employment, and through our

entrepreneurial and employability programs, CEED is helping to reduce Nova Scotia's 10 per cent unemployment rate, which still remains one of the highest in Canada.

We are not alone in our efforts to create positive change. Nova Scotia is fortunate to have a high volume of resources to support the SME community. CEED will continue to work with educational institutions, community groups, non-profits, private organizations and government to deepen our impact and meet the needs of our community.

Our Challenges





Our Strengths

CEED is a unique organization that combines social and economic principles to support the development of our community.

We recognize that entrepreneurs fit no mould and can begin at any age and stage in their life. Our economic programming supports start-up entrepreneurs and small business growth, and our social programming has increased the profile of entrepreneurship to youth across Nova Scotia; leading us to reach virtually all age demographics to advance our mission.

Our results are driven by our committed, diverse and knowledgeable employees and networks, along with our robust programming and client focused services that have led us to be leaders in our sector. These results are also supported by our highly engaged Board of Directors who link CEED to strong networks all across the province.

Strategic Priority 1

Strengthening CEED

CEED will build, strengthen and sustain our position in Nova Scotia's Entrepreneurship Ecosystem to contribute to a positive environment for our entrepreneurs and youth.



Capitalizing on over 20 years of experience, we will continue to grow, adapt and strengthen our role in supporting entrepreneurs.

CEED will strive to be recognized in the community as a leader in entrepreneurship that is strategically aligned to support the provincial focus on entrepreneurship, rural development and the value of networks.

Our commitment is to be innovative, to integrate new technologies, to utilize experiential learning, to develop creative thinking, and to encourage imaginative problem solving.

We are fine tuning our organizational operation, expanding our reach into rural communities and strengthening our connections with the SME networks within and beyond Nova Scotia.



How we're going to do it...

We will enhance and expand the entrepreneurship network through strategic partnerships and collaborative initiatives

We will invest in innovative technology and integrate it into all elements of CEED

We will engage and invest in employees to create a continuously learning, healthy and vibrant workplace

We will think outside of the box, and with each action strive to lead, innovate, partner, pursue and make an impact

Strategic Priority 2

Growing the Economy

CEED will support, develop and empower entrepreneurs and small businesses in Nova Scotia to contribute to the growth of our economy.



Empowering entrepreneurs and small businesses to achieve their full potential and increasing awareness of entrepreneurship has been in CEED's mandate for decades, but in the next five years, we are going to experiment, engage and challenge the norm.

In 2011, Nova Scotia's unemployment rate for residents aged 15 and over was 10 per cent, compared to the national average of 7.8 per cent. Entrepreneurs have the ability to help reduce the province's unemployment rate and improve our overall economic performance.

CEED supports aspiring entrepreneurs from idea generation, to implementation, to financing and expansion – and together we're going to make a difference.



How we're going to do it...

We will bring creative thinking, innovation and technology into the training room

We will increase access to skills development and financing for entrepreneurs and small businesses

We will expand training opportunities provincially

We will network and form collaborative working groups within our province to ensure entrepreneurs receive the best support

Strategic Priority 3

Engaging Youth

CEED will engage and inspire youth to realize their full potential through innovative entrepreneurship and employability initiatives, contributing to an entrepreneurial culture in Nova Scotia.



Critical thinking, problem solving, creativity, risk taking, leadership, team work, confidence building and self-awareness are competencies that today's youth need to succeed. Young people in Nova Scotia need to see and explore entrepreneurship as a viable career option for the long-term success of our economy.

There are identified gaps in our education system and entrepreneurship education is a growing need within community groups, schools and post-secondary institutions. We are going to address these gaps with our youth programming, and engage youth with interactive, innovative and experiential workshops.



How we're going to do it...

We will deliver innovative, technology based and creative hands-on learning opportunities to Nova Scotia's youth, community groups and education system

We will engage in working groups and partnerships to promote Science Technology Engineering Arts and Mathematics (STEAM) to the youth in our province

We will expand entrepreneurship education programming to areas of need utilizing experiential learning, and innovative initiatives such as coding

We will expand our reach and pursue opportunities outside of Nova Scotia to further educate and inspire youth

A FLOURISHING

ENTREPRENEURIAL ECOSYSTEM,

WILL TRANSFORM OUR ECONOMY INTO A PROVINCE OF **CHOICE AND OPPORTUNITY** FOR FUTURE GENERATIONS.

Strengthening CEED

Growing the Economy

Engaging Youth



Centre for Entrepreneurship
Education and Development

CEED is recognized as a leader in [advancing entrepreneurship](#), and we will continue to stand by our mission of creating a [vibrant and entrepreneurial](#) Nova Scotia through providing resources and support to youth and the community.

Advancing Entrepreneurship in Nova Scotia

