

"The Institute focuses on the application of business methods and economic skills in addressing social and community concerns."

Mark Simpson,
Professor and
Coordinator of
the Institute



ADDITIONAL EXAMPLES OF INSTITUTE CONSULTING PROJECTS

- Across the Universe**
Expansion strategy for a curry sauce manufacturer
- Centre for Effective Practice**
Marketing plan for patient self-care
- Common Ground Cooperative**
Coffee Shed marketing plan
- Community Resource Connections of Toronto**
Community health centre café business plan
- Corner Place Lounge**
Launch strategy for a new club
- Ontario Council of Alternative Businesses**
Out of the World Café marketing plan
- Ontario Council of Alternative Businesses**
Parkdale Green Thumb marketing plan
- Yonge Street Mission**
Entrepreneur workshops for clients



HELP TODAY'S STUDENTS BECOME TOMORROW'S LEADERS

The Institute offers many ways to get involved:

- BECOME A CLIENT** – use the Institute's customized consulting services
- BECOME A MENTOR** – work with the Institute's students and faculty to offer expertise and insight, develop course content, and offer field experience
- BECOME A DONOR** – help the Institute realize its potential and keep consulting fees low by donating funds or sponsoring a specific project
- BECOME A SPOKESPERSON** – spread the word about the Institute's unique services and goals
- STAY IN TOUCH** – contact us for a list of services and fees



Make it happen.

LEARN MORE AND VISIT US AT:
230 Richmond Street East, Toronto
www.georgebrown.ca/theinstitute
416.415.5000, ext. 3069

The Institute Of Entrepreneurship And Community Innovation

- Identify opportunities that others overlook.
- Act where others hesitate.
- Turn uncertainty into calculated risk.
- Adapt to change.



WHAT IS THE INSTITUTE OF ENTREPRENEURSHIP AND COMMUNITY INNOVATION?

The Institute of Entrepreneurship and Community Innovation is a living lab where George Brown College students, with oversight from their professors, offer consulting services to local social entrepreneurs and enterprises, not-for-profit organizations and for-profit businesses, as well as fellow students and grads. If a business wants to launch or reposition a venture, get their organization to the next level, harness new revenue streams, acquire funding, analyze challenges and opportunities, create first-rate business and marketing plans or explore and develop new ways to benefit the community, the Institute can help.

MAKING A SUSTAINABLE DIFFERENCE



“George Brown students come equipped with a lot of real life experiences already as part of their training. They come with very sound technical knowledge and seem to be highly enthusiastic and motivated to succeed.”

Catherine Smith,
Co-Op Employer,
United Way Toronto

A WIN-WIN PARTNERSHIP

The Institute offers a unique opportunity to work with highly trained, job-ready students who are up to speed with the latest technology, trends and innovations and bursting with fresh ideas and enthusiasm. Students work with clients to launch, manage or grow their businesses. Clients help them get field experience and work with real-life business and community challenges.

Client Benefits

- Low-cost access to significant physical and intellectual resources
- Application of entrepreneurial concepts and principles to increase capacity, productivity and sustainability
- Idea generation of alternate revenue streams
- Facilitation of local and international strategic alliances

Student Benefits

- Application of entrepreneurial skills with real clients
- Augmentation of theory with field experience
- Links to potential funders and mentors for entrepreneurial ventures
- Access to facilities and a network of fellow entrepreneurs
- Coaching to help young entrepreneurs ages 18-34 apply for mentoring and up to \$15,000 in low-cost loans from the Canadian Youth Business Foundation and matching funds from Business Development Canada

The 519 Restaurant

The 519 is a meeting place for the local neighbourhood and broader Lesbian, Gay, Bisexual, Transsexual, Transgender and Queer communities that provides opportunities that foster self-determination, civic engagement and community participation.

The Challenge: Explore alternatives for its new industrial kitchen in order to better serve the community.

The Result: The Institute prepared a business plan that emphasized community engagement.

WHY GEORGE BROWN COLLEGE?

George Brown College is at the forefront of GTA educational institutions that are actively engaged in community innovation. Our work on such projects as the Regent Park pre-apprenticeship program, the Assistant Cook Extended Training (ACET), and Colleges Integrating Immigrants to Employment (CIITE), illustrate our ability to effectively partner with other organizations to make a tangible difference in the communities we serve and offer useful business solutions at the same time. In this spirit, the Institute has already undertaken projects that inspire community innovation.

The Centre for Business is one of George Brown's fastest growing academic divisions and continues to raise the bar for innovation. Its unique, career-focused course content, designed in consultation with industry partners, offers hands-on, experiential learning that spans from classroom to boardroom and delivers the technical, communication, interpersonal, critical thinking and team-building skills demanded by employers.

This career focus has earned the College a strong track record in honing the right attitude, values and skills that people require to succeed as entrepreneurs. George Brown students have won awards and recognition for implementing successful community-focused and entrepreneurial-based projects. The Institute leverages these strengths and encourages students to work with individuals and organizations to improve social, cultural and economic prospects in new ways.

WHY IS COMMUNITY INNOVATION IMPORTANT?

Healthy, vibrant communities offer more opportunities for everyone. The GTA needs more community innovation to address several major social issues. According to the United Way Toronto, one in four Toronto families struggles with poverty, and insolvency rates, eviction applications and debt management caseloads are all on the rise. Knowledge is the new capital for addressing these systemic challenges. Canada's federal Innovation Strategy cites knowledge, creativity and innovation as the key factors for robust GDP growth and a strong position on the world economic stage. Prosperity in the knowledge age depends on innovation, which is the heart of entrepreneurship.

According to Imagine Canada, Canada's non-profit sector represents \$79.1 billion or 7.8% of the GDP (larger than the automotive sector or manufacturing) and employs two million people, representing 11.1% of the economically active population. When non-profit organizations struggle to develop and implement business plans on limited budgets, the Institute can help. The Institute also offers students and clients alike the chance to see firsthand that innovative organizations can actively address economic challenges.

The Raging Spoon

The Raging Spoon Catering Company is a long-standing and successful Ontario Council of Alternative Businesses (OCAB) venture offering employment opportunities for people marginalized by poverty or mental health issues.

The Challenge: Reopen the Raging Spoon café and find creative uses for its large community space.

The Result: The Institute conducted market research and developed an innovative marketing plan.

Common Ground Co-Operative: The Coffee Shed

The Coffee Shed is a business partnership of people with intellectual disabilities who are using their talents to create employment for themselves.

The Challenge: Create strategies to improve revenues.

The Result: The utilization of primary research and financial analysis resulted in the identification of new products and improved pricing.

“The business entrepreneur improves our quality of life by creating wealth and economic growth. The social entrepreneur improves our quality of life by confronting the inequality that is often the collateral occurrence of free markets. Both kinds of entrepreneurs are necessary. Let us give them both the chance to succeed.”

Paul Martin in his speech 'Unleashing the Power of Social Enterprise'