LEAP:

LILLOOET ENTREPRENEUR ACCELERATOR PROGRAM

Lunch & Learn Nov 23, 2023

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LILLOOET & DISTRICT CHAMBER OF COMMERCE

Community Connect Sul'lus I Nwa7tena HUB

Objective

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- Teaches prospective entrepreneurs about the art of creating, planning, and starting a business in Lillooet
- Covers specific modules on each step in the business development process
- Sorts prospective entrepreneurs into themes which correspond to their skill level and comfort business topics.
- understand general business requirements, but specifically understand what it takes to start and run a business in Lillooet

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Participants

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- Prospective entrepreneurs
- Existing small to medium business owners
- Women, Men, Young Adults,
- Indigenous, Non-Indigenous

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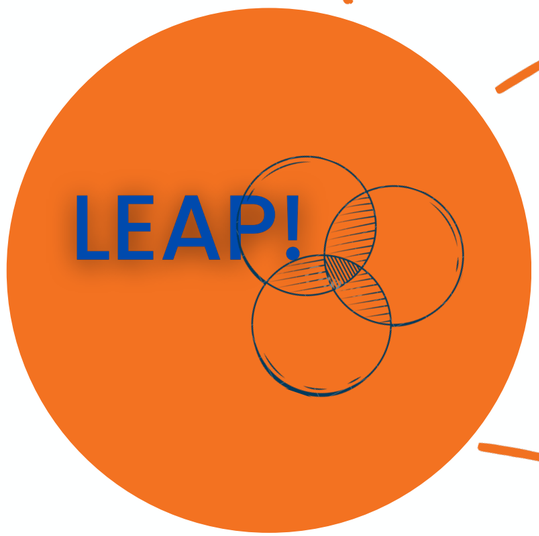
Outline

- 12 Modules over 3 parts with two shoulder modules
- Each an individual focus on a different aspect of starting a business



LEAP Marketing
(Preprogram) Mod 0

Part 1: Create Your Business Idea
(Assessment) Mods 1 - 4

Part 2: Planning Your Business
(Education) Mods 5 - 8

Part 3: Starting Your Business
(Implementation) Mods 9 - 12

Excelling At Your Business
(Mastery) Mod 13

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Curriculum

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- Part I, Modules 1-4 cover topics related to the creation of a business idea such as strategic planning and a skills assessment
- Part 2, Modules 5-8 cover specific business topics that every entrepreneur must know
- Part 3, Modules 9-12 cover practical implementation of a business and the relationships needed

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Entrepreneur Mentorship

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- In contrast to other business accelerators, the LEAP Program will be actively managed by the Lillooet & District Chamber of Commerce and the Lillooet Community Connect Hub.
- The developed curriculum will be introduced to participants, and each organization will actively follow up with the participants on which Module they are at, and when they are ready to move to the next module.
- The organizations will actively track the progress of the participant, and share any resources with them that may be relevant during the LEAP program.
- Importantly, instead of just handing resources to a participant, the LEAP program will ensure that the participants are mentored through the resources and have chances to ask questions and receive feedback on any of the documents.
- This ensures active management of the program.

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Module Example

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Module#12: External Partners

Module Overview (What)

In Module 12, Participants will be provided with a list of partners that may be useful to their particular business. Participants will receive contacts and information for other organizations that may work for their business. For example, Loan Agencies, Networking Agencies, etc. The LEAP program will customize a list for each participant.

Module Purpose (Why)

Once the business is created, participant should gain the opportunity to connect to their peers and further their business. Module 12 is designed to connect participants to their fellow businesses and other organizations that may be helpful to them.

Module Example

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Module#12: External Partners

Module Outline (How)

The LEAP Managers will introduce a list of relevant partners to each participant. This list includes:

- Loan & Financing Organizations (eg. Community Futures, Banks)
- Provincial / National Industry Associations (eg. BC Craft Brewers Guild)
- Business Coaching / Professional Development Organizations (eg. Pivot Leader)
- Networking Organizations (eg. Chamber of Commerce)
- Community Organizations (eg. 100 People Who Care)
- Fellow Businesses in the Same Industry

This list will vary based on the type of business, but include the same basic organizations. Participants will be encouraged to connect to each organization, become a members, and use their services. The LEAP program will discuss the benefits of joining these organizations with each participants.

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Module Example

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Module#12: External Partners

Module Timing (When)

This Module will be the last formal Module of the LEAP program. With this Module, participants will officially “graduate’ the LEAP program. Participants should have all the tools necessary to be successful in business, and take their business to the next level. If a participant

Module Materials & Resources

Participants will be supplied with a list of relevant organizations that they can connect to and gain experience from. That list will form the graduation from the LEAP program.

At this stage, the LEAP program will also provide participants with a graduation certificate for the LEAP program, as well as a summary of all the provided documents. Ideally, LEAP participants will graduate with a nicely-designed 12-page binder that summarizes each Module of the LEAP Program.

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Program Timeline

Briefly introduce the marketing campaign here and enumerate its goals below.

Early New Year

- Curriculum fully developed
- Marketing campaign begins for the program - targeting high school and local community

Early Spring

- Source funding avenues
- Plan and schedule Business Expo
- Register first participants - assessment begins

Summer

- Full launch
- Students have been evaluated and placed in appropriate modules &/or upgrading

Late Fall

- 1St Cohort completes program

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Open Discussion

What are you thoughts?

01

What aspect of the program interests you the most?

02

Is there anything you would like added to the program?

03

Do you think this program could help you launch your business?

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Thank you

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We appreciate your time.

For more information please contact:

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