



CAREER OPTIONS FOR YOUNG ENTREPRENEURS

Presented by the UTM Career Centre
Co-sponsored by the Student Management Association

Wednesday, February 2, 2005
Student Centre Boardroom

Panelists:

Michael Shepard, **Test Fusion Systems**
Anne Swift, Founder and President, **Young Inventors International**
Marlene Beainy-Chahine, Account Manager, Entrepreneurship Centre,
Business Development Bank of Canada

Prepared and moderated by Lama Younes – Career Assistant

JOB POSTING: Entrepreneurs needed!

Position Title:	Entrepreneur/Small Business Owner
Skills:	Creative, Analytical, Communication, Computer, Interpersonal, Research
Location:	Anywhere you want (even from home!)
Positions available:	Unlimited
Part/Full-time:	A LOT of time
Hours/week:	Long hours
Duration:	As long as you're determined to be successful
Description:	Come up with an innovative product or service, start the business, market it, and sell it!
Industry:	All industries
Degree:	Bachelors Level, Other
Discipline:	ANY Discipline
Payoff:	As big as the effort you're willing to put in

Is starting a small business right for you?

A description of working conditions

An entrepreneur is a person who sees a market opportunity and starts and runs a new business - whether it is a brand new idea or an existing idea *with* improvements.

Entrepreneurs start out by conducting market research to learn about demand for their product or service and to be knowledgeable of this market in general. After the market research is conducted, a business plan is written and the proposed business begins set-up. Finally, the product/service is marketed and sold.

Entrepreneurs work very long hours (80-90 hours per week isn't uncommon) especially when they're just starting up. That is because they take care of *everything* that must be done, from keeping the office space clean to planning out their marketing and finances. Some common responsibilities include: marketing their product or service, attracting new clients, maintaining the financials, doing strategic planning, taking care of administrative duties and anything else needed to keep the business running.

Some common skills or qualities an entrepreneur must have:

- self-discipline
- hard-working
- determined
- creative
- willing to make sacrifices
- opportunity identifier
- interpersonal skills
- research skills
- patience
- self-confidence
- innovator
- financial management
- problem solver
- team-builder
- planner/organizer
- marketer

Make sure you've thought about:

- A self evaluation of how prepared you are
Think about your strengths and weaknesses so you can be aware of them and work further on them, therefore avoiding trouble with certain aspects of business management before they occur
- The market need for your product or service
Have you done enough research about the market you're going into? A large portion of new businesses crash because of failure to do this research
- A basic understanding of the business you're going in
Think about getting a job or working with someone in the field or industry you're interested in before opening up your business to get a fuller understanding of the work environment and reduce your risks and uncertainties
- The development of a business plan
The business plan is the key to your business taking off properly. It is essential that the business plan be accurate and comprehensive. Check the section in this package 'How do I start a business' for sources of business plan assistance



Take a self-evaluation! Test yourself online at www.tbdc.com/surveys/entre/

Things you must consider in your research:

1. Is there a need for the goods or services that you are going to offer?
2. Are you equipped to fill the need?
3. Will there be a market for your product in the future?

10 Things you must avoid!*

1. Getting stuck on one idea
2. Being too arrogant
3. Spending money before you make it
4. Attracting weak employees
5. Forgetting to be realistic
6. Not listening
7. Not bothering to network
8. Not writing a business plan
9. Over delegating
10. Quitting!

*Source: www.rbcroyalbank.com

Read the article “*What not to do*” at www.entrepreneur.com for more tips on common mistakes (link: www.entrepreneur.com/article/0,4621,312661,00.html)




What's the difference between Entrepreneurs and Venture Capitalists?

Both Venture Capitalists and Entrepreneurs are seeking out good business ideas, but Venture Capitalists are only looking to invest in them. Sometimes they like to work with the entrepreneur to have a say in the business, but mostly, they are looking for a creative new business idea that they can make money from.


So why start your own business?

Every grad knows how challenging it is to find a full-time job. Although starting your own business is a lot more work than a regular full-time job, a lot of young people are considering entrepreneurship to open up career options for them. And for good reason too! There is a lot of help available to assist young entrepreneurs in starting their own operation. The Canadian Youth Business Foundation's *Youth Business Mentoring Program* helps young entrepreneurs find an experienced businessperson for a mentor and matches them up. The *My Company* program from the Government of Ontario in partnership with the Royal Bank, assists young entrepreneurs between 18 and 29 years of age with start-up financing, training, and on-going support for those who qualify.




Visit the *My Company* program site at www.ontario-canada.com or call 1-800-387-5656 for more information on this assistance program.

These are not the only available assistance programs. Check the website section of this package for more links and go see the business service centres around the community that also encourage young entrepreneurs to start their own business.



Visit www.cbsc.org/ontario to find out the Small Business Enterprise Centre location closest to you.



Read the MBEC article in the articles section of this package for more information on how the Mississauga Business Enterprise Centre can help you!

But also don't forget to consider....

The pros and cons for starting your own business

Pros	Possible Cons
<ul style="list-style-type: none"> - The sense of independence and accomplishment - The pleasure derived from offering <i>your</i> product or service in the marketplace - Profits will be yours - Pride in ownership - The freedom to use your own ideas - Variety in your work - Being your own boss! - The freedom to not be fired 	<ul style="list-style-type: none"> - A business means a huge financial risk - Many hours of hard work - Meeting the demands of customers - Competitors will affect the way your business is run, hours you work, prices, profits, and more - Meeting the demands of creditors - Meeting the demands of government regulations - Meeting the demands of employees

How do I start a business?

The federal government has an online booklet that uses simple, straightforward language to walk people through the entrepreneurial decision making process. It's called "Minding Your Own Business" and it's a good place to start.



View the booklet online at
www.hrsdc.gc.ca/en/hip/hrp/career_awareness/products/minding/minding1.shtml

A Toronto Star article, *Self-Help for Self-Employment* suggests that you could easily find help by using any major internet search engine and entering the name of your community followed by the words "entrepreneurial training". For example, 'Mississauga entrepreneurial training'. Some results that come up from this search include the CYBF and the *My Company* program.

The Business Plan:

The business plan is an essential part of starting your own operation. A business plan is defined as a document that sets out the basic idea underlying a business and related start-up considerations.



Your business plan should paint a picture of opportunity for potential investors and champions and summarize the past, present, and future of your company" – *Realm Magazine, Fall 1999 issue*

There are endless resources on how to write a business plan and what you need to include in it. In general, the major components are:

- Executive summary
- Business description
- Marketing strategies
- Competitive analysis
- Design and development plans
- Operations and management plans
- Financial components



The Royal Bank website has some sample business plans that could help you get started on the right track. See www.rbcroyalbank.com/sme/index.html

Think about your business...

Consider the different styles of businesses –

A home-based business is the easiest type of business for students to consider when they are just starting up. A home-based business could be in:

- Business Services - for example, bookkeeping, administrative tasks
- IT services - for example, web design, desktop publishing
- Entertainment - for example, disc jockey, music recording
- Personal Services - for example, tutoring, music lessons, party/wedding planning
- Financial Services - for example, insurance, real estate, accounting
- Construction - for example, general contracting, painting, decorating
- Retail - for example, mail-orders, silk flowers, any product of your invention
- Manufacturing and processing - for example, picture framing, sewing, crafts
- Others - for example, catering, writing, equipment rentals, vending machines

And the different styles of Entrepreneurship –

Who says all entrepreneurs are the same? Being an entrepreneur doesn't necessarily mean owning a business. **Contract workers** are becoming a widely popular choice for businesses who cannot keep someone on staff full-time for a certain job. You have the freedom to pick and chose the projects you prefer, and you will have a wide variety of businesses to work for (from a small business to a large corporation), and anything from for-profit, government, or non-profit operations.

Freelancing is a form of entrepreneurship known commonly to writers, web designers, photographers, and interior design consultants. Freelancers promote their service to whomever has work for them while controlling when, where, and how they work.

If you're into making the world a better place, you could look to be a **Social Entrepreneur**. Social Entrepreneurs are defined as people who help community development and international aid on their own terms, by running programs that serve society's social generation needs. Social Entrepreneurs are not necessarily looking to make large incomes; they are using their project management and entrepreneurial skills to make a difference in the world.

“Franchising is also an option and can provide a unique type of business opportunity whereby companies with proven or retail concepts provide turnkey operations to new small business owners in exchange for fees. Franchise companies usually provide franchisees with names, logos, products, operation procedures, and more. Franchising is the fastest growing form of retail in Canada, with over 50% of all retail sales made by franchise outlets.” (Longenecker, 2003)

What can I do to start now?

A. Run your own summer business with mentor assistance

For those students returning to school full-time after the summer vacation, the *Summer Company* program is available from the Government of Ontario in partnership with the Royal Bank. You are asked to submit a business plan (with help from your nearest Small Business Enterprise Centre) and you will get hands-on coaching and mentoring from successful business people. With this program, you also get a chance to win awards for up to \$3,000!



Visit www.ontario-canada.com/summercompany for more information on this assistance program

B. Get the most out of your university experience

There are some courses offered here at UTM that could help you along in your entrepreneurial efforts:

- MGD328 – Project Management
- MGD415 – E-business strategies
- MGD421 – Technological Entrepreneurship
- MGT471 – Electronic commerce
- MGT493 – Small business management

To sharpen your entrepreneurial skills while on campus, take on leadership roles in a club or student association and implement your innovative ideas through projects and events for the club. You can also look to on-campus jobs like Residence Dons and Student Centre program staff that offer these same opportunities.

C. Speak to successful entrepreneurs

Join *ACE*, *YEA*, or *CYBF** to get a chance to attend their events, use their resources, and meet the entrepreneurs who have memberships in these associations.

*check the websites section of this package for links to these associations sites



Want to be paired up with an entrepreneur to ask them questions one on one and get some mentoring advice from them? Apply for the UTM Alumni Mentorship Program in September. See the Career Centre for more details.

D. Get part-time or summer work in the industry you're interested in starting a business in order to gain knowledge and experience about its environment.



Sign up for the Career Centre account online to get internship and job postings of career-related positions throughout the year and during the summer. Visit www.utm.utoronto.ca/careers

E. And of course, don't forget to network, network, network!



For more tips on how to network, attend the Career Centre's *Networking* workshop. Check the website for details on when it is offered or make an appointment to see our Job Coach.

Alumni Profile

From the Alumni binder at the Career Centre, this is the story of Russell Woods, a U of T grad with a B.A. in Political Science.

His current Position: Owner, Photo Synthesis Ltd.

While entrepreneurship may not be for the weak at heart, Russell Woods has shown that it can certainly be a lucrative career path. As owner of Photo Synthesis Ltd., a photography distribution centre and studio, Mr. Woods happily reports that, "My business is growing faster than I had originally predicted. Sales are fast approaching the \$1,000,000 mark."

Looking back over Mr. Wood's educational background, there appeared to be no hints that he would eventually become a successful small business owner, save for the fact that he had always been self-motivated and willing to work hard. This driving force led him to rush through his undergraduate degree in Political Science, finishing a four-year degree in three years. Even with a heavy academic workload, he still managed to squeeze in 30 hours a week of part-time employment with a photo hut franchise. This interest in photography, which dates back to his high school days, would eventually form the foundation of his present business.

Mr. Woods has always been a community activist, so it comes as no surprise that he selected Political Science as his major in university. However, as owner of Photo Synthesis Ltd., he admits that his business venture is miles apart from what he studied in school. He did consider studying photography at the Ontario College of Art or at Ryerson Poly technical Institute, but decided against it, feeling that he wanted an education that would provide a broader scope. Instead, he felt that he could learn the techniques of photography through trial and error, because he had always worked with good photographers in the past and had learned from them. "I now feel that I am a very good editor with respect to photography," he says.

Following graduation, Mr. Woods pursued his interest in photography and bought a Photo-Hut franchise. When the company began to flounder financially, he was fortunate enough to be able to break free of his commitment. He then set up his own photography store and sold low-end photographic supplies and equipment, and offered photo-finishing services.

Although he enjoyed the retail business, he found it too limited in terms of opportunities. "In the retail industry," he says, "your territory is pretty well defined. You're basically just waiting for traffic to come." At that point, he decided to become a distributor. "As a distributor, I could go out and make things happen."

Currently, Mr. Woods has a new store location, and is working on setting up studio space there. Because he is his own supplier, he can afford to charge lower prices. He still does photography, and says that being hired as a photographer at weddings is one of the most profitable aspects of his business.

For those interested in eventually becoming their own boss, Mr. Woods offers some practical words of advice. Although entrepreneurship is often associated with risks, it is important to

keep those risks to a minimum. He cautions that even the most innovative ideas or products may not sell. Consequently, it is sometimes more important to sell what people want, and not necessarily what you want to sell. Mr. Woods also upholds the value of talking to people or working with them to get an in-depth understanding of how they run their business. "Sometimes," he states, "your best bet is to take your entrepreneurial opportunities while you are still working as an employee."

In pointing out some of the disadvantages to his line of work, Mr. Woods warns prospective entrepreneurs that, "You must pour yourself into your business once you get it started. Recognize the toll this will take on your personal life."

He emphasizes that students should get involved in different activities while in school in order to make the most of their university experience. Even though Mr. Woods was too busy for such activities back in university, he is certainly making up for lost time today by getting heavily involved with community organizations. He is presently a member of the Kinsmen Club, and is Chairman of the Scarborough Social Planning Council, an organization committed to the establishment of women's shelters, information and referral centres, and food bank drives.

As a final word of advice, Mr. Woods believes that you can never start your networking too early. "Just get out there and start talking to people. After a while, you'll learn to ask the right questions." Judging from his past and present accomplishments, Mr. Woods has learned to do just that.

Helpful Websites

Business Centres

City of Mississauga and the Mississauga Business Enterprise Centre

www.mississauga.ca/portal/business/startingabusiness

Includes information on business resources and service, business plan development, and information on seminars offered

The Toronto Business Development Centre - www.tbdc.com

Provides information on the services the centre provides, self-tests for starting entrepreneurs, myths and realities of running your own business

Canada Business Service Centres - www.cbsc.org

Government of Canada site, includes questions and answers on popular business topics, business information guides, and an interactive business planner

Information Sources for Entrepreneurs

Enterprise Toronto - www.enterprisetoronto.com

Gives information on the services the center provides as well as forums on popular business topics, and a regular entrepreneur assistance article

BizLaunch - www.bizlaunch.ca

Provides information on seminars and aid courses for entrepreneurs

Business Gateway – Government of Canada - www.businessgateway.ca

Another government of Canada website that covers information on everything from writing the business plan to financing options to running your human resources

Profit Guide, Online Magazine - www.profitguide.com/startups

Includes useful articles and information and tips for entrepreneurs

Entrepreneur.com - www.entrepreneur.com/bizstartups

Includes useful articles and information and tips for entrepreneurs

The Business Plan

Free Sample Business Plans - www.bplans.com

Free Sample Marketing Plans - www.mplans.com

Both sites give many examples of many different types of businesses

Canada One- Business Plans/Marketing Guides www.canadaone.com

Government Services

Business Development Bank of Canada - www.bdc.ca

Human Resources Development Canada - www.hrdc-drhc.gc.ca

Both agencies websites provide information on assistance for start-ups

Associations

Canadian Youth Business Foundations - www.cybf.ca

CYBF is a non-profit organization made to empower young entrepreneurs and provide them with mentoring, financing assistance, and learning resources

Advancing Canadian Entrepreneurship <http://www.acecanada.ca/>

ACE is a non-profit organization running to encourage young entrepreneurs to start their own businesses and hosts competitions providing financing opportunities

Youth Entrepreneurs Association - www.yea.ca

YEA is also an organization running to encourage young entrepreneurs to start businesses by providing mentoring and information assistance

Centre for Women in Business - www.serf.msvu.ca/cwb/

Youth Business - www.youthbusiness.com

Career Centre Resources

Career and general information:

Entrepreneurship/Small Business Section includes information binders and books with these titles:

- Starting Your Own Business binders, Volumes 1 & 2 (Career Centre)
- Issues of **Report on Business Magazine, Profit Magazine, and Canadian Business Magazine**
- Toronto and Mississauga business directories
- **Secrets of Success from Canada's fastest growing companies**, by Rich Spence
- **Small Business Online – a strategic guide for Canadian entrepreneurs**, by Jim Carroll and Rich Broadhead
- **Learn to Earn**, by Peter Lynch and John Rotchild
- **Careers for Self-Starters and Other Entrepreneurial Types**, by Blythe Camenson
- **Careers for Persuasive Types and others who won't take No for an answer**, by Jan Goldberg
- **Careers for High-Energy people and other go-getters**, by Marjori Eberts, Margaret Gisler, and Marie Gisler
- **Careers for Born Leaders and other decisive types**, by Blythe Camenson
- MBA and Management NOC binders

Videos available:

- **Minding Your Own Business** (March 2004 panel for students thinking about entrepreneurship)

Online resources:

- **Career Cruising** - www.careercruising.com (search under "Entrepreneur" in the *Career* section)

Note sources used in this information package:

- Starting Your Own Business binders, Volume 1 & 2 (Career Centre)
- www.cbsc.org
- www.ontario-canada.com
- www.rbcroyalbank.com
- www.careercruising.com
- *Small Business Management 2E*, Longenecker, Donlevy, Calvert, Moore, Petty. Toronto: Nelson, 2003