



Project Launch



Options
INTERNATIONAL

PROJECT DESCRIPTION

Project Launch teaches current and prospective business owners about entrepreneurship through workshops, coaching and assistance with streamlining operations, finding new markets and using environmentally sustainable practices.

TARGET AUDIENCE

Small business owners and rural Nova Scotia youth interested in starting their own businesses.

SEEING OPPORTUNITY

One Nova Scotia Report highlights need to empower youth to create their own businesses throughout rural Nova Scotia.

IMPROVING LIVELIHOODS



People

Worked with growing businesses and rural youth to strengthen the entrepreneurial ecosystem in Nova Scotia.



Planet

Virtual network, online training and remote focus groups reduce need for paper usage and travel.



Profit

185 entrepreneurs impacted, increasing revenue by \$171,000.

PROJECT DESCRIPTION

Options: International provides marginalized youth and entrepreneurs in developing countries with knowledge necessary to create sustainable businesses through entrepreneurship workshops, mentorship and partnerships.

TARGET AUDIENCE

Marginalized youth in Bolivia and women entrepreneurs in Peru, Zambia, Ghana, and Cameroon.

SEEING OPPORTUNITY

Performed needs assessments with Chalice International in target sites around the world to maximize program impact.

IMPROVING LIVELIHOODS



People

Partnered with Chalice International to support 50 women entrepreneurs, 60 marginalized Bolivian youth and 100 Bolivian university students.



Planet

Focus on social enterprises and green businesses. Virtual train-the-trainer platform able to reach 36 countries with reduced eco-footprint.



Profit

Women in Peru exceeded revenue goal by earning 4000 Peruvian Sol.

EMPOWERMENT

125 new start-ups in Nova Scotia receive regular training and ongoing support. Development of virtual community where participants learn from and share with one another.

ENTREPRENEURSHIP PROGRAMMING

The Start-up 100 weekly curriculum addresses marketing, financial management and operational issues

Provides coaching and access to workshops for local business clients across a range of topics including Lean Start-up and Innovation

EMPOWERMENT

Participants learn that with the proper knowledge and support they can live life on their own terms in a region where opportunities are few.

ENTREPRENEURSHIP PROGRAMMING

Opportunity identification, financial literacy, pricing and supply chain management work shops for the women entrepreneurs

Mentorship program matches 60 at-risk youth in Bolivia with Start-up 100

Virtual train-the-trainer program piloted in 5 countries

SUSTAINABILITY

Due to the success of the program, it will expand into other Atlantic provinces as The Start-up 250, working with a minimum of 250 young entrepreneurs across Atlantic Canada.

SUSTAINABILITY

Established long-term relationship with Chalice, piloting the train-the-trainer model in Peru, Bolivia, Zambia, Ghana and Cameroon and now unrolling it around the world.

