

ACADEMIC INSTITUTION	Saint Mary's University	PROJECT NAME	Options Online + Square Roots
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NEED AND AUDIENCE

Options Online was created with the goal of providing free education to at risk youth aged 15-30 because:

- Entrepreneurship relies on strong financial planning, identifying the need to start with our youth
- Individuals looking to improve their entrepreneurial mindset should not have to pay before getting started

Square Roots works with aspiring entrepreneurs and community champions to target local business and community residents who are open to bringing more sustainable practices into their lives, all while incorporating eco-friendly product alternatives from food to soap!

ACTION TAKEN

With **Options Online**, in collaboration with the Arthur L. Irving Entrepreneurship Centre, our team:

- Uses the Canadian Skills for Success model, to create courses using easy-to-follow micro-lessons on topics such as financial literacy, entrepreneurship, and soft skill development.
- Developed gamified progress tracking to make learning more engaging and fun.

The program is free and can be accessed online from anywhere in the world.

Square Roots partners with three local farmers to ensure misshapen produce does not get thrown away. The farmers are able to earn money by selling the seconds produce, instead of simply re-ploughing or disposing of it.

We distribute this produce to 10 Square Roots locations, that are being run by 15 entrepreneurs who make an income off of our project.

IMPACT

1. Provided three local farmers with over **\$51,000** in recovered revenue by not allowing this food to be thrown out.
2. Empowered **15** entrepreneurs by training them to identify and solve a need in their community, launching a brand-new Square Roots location this year!
3. Certified **23** youth who completed our Options Online learning cohort.
4. Created **2** part-time jobs, and **1** full-time job as a student entrepreneur in partnership with the RBC Talent Hub.

STANDARD METRICS

(These metrics are related only to the project presented and represent work done since May 1, 2022)

Number of businesses started	2	Number of existing entrepreneurs helped	15
Number of people exposed to entrepreneurship	155	Number of jobs created	3

PROJECT START DATE	2019 + 2016	IS THIS PROJECT WHOLLY-OWNED AND OPERATED BY THE TEAM?	No + Yes
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