

ACADEMIC INSTITUTION	College of the North Atlantic – Grand Falls-Windsor	PROJECT NAME	Market Mentor
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NEED AND AUDIENCE

There is a need of bigger franchised stores for a community to grow, however, small businesses are the backbone of a local economy. So, Enactus GFW set out to address this need by partnering with the Farmer’s Market Association whose mandate is to provide a stable physical facility for local farmers and home-based hobby businesses. Most market vendors operate from their homes without a retail location; therefore, the weekly markets provide a secure retail location for work-from-home moms, retired individuals, part-time crafters, and youth entrepreneurs. Through our time volunteering we realized that many of these vendors have potential for further entrepreneurial growth adding to our business community and providing food security to the central region of our island province.

ACTION TAKEN

Project Market Mentor developed from our experiences volunteering at the local Farmers Market. Throughout 2021, our Enactus team supported the board of directors and 40+ vendors by assisting during setup, cleaning with disinfectant, greeting visitors, creating social media content, and tearing down booths. During our time at the events, we assisted dozens of local vendors with entrepreneurial potential. Markets provided a unique venue with COVID-19 guidelines allowing for a hands-on experience missing from online shopping. Team members greeted hundreds of visitors, clarifying public health protocols, and introducing exciting items for sale. Through conversations during markets, we formed a mentorship role with six local entrepreneurs at very different stages in their lives. The Farmers Market finished for the season in December 2021 and after a holiday break our team members met virtually with the mentees to discuss how we could offer them assistance. Through mentorship our team completed marketing promotions, wrote a business plan, and designed logos for our partners.

IMPACT

The experience shared by the association, vendors, and our Enactus team was extremely positive and promising. Further cementing the markets growth into a permanent physical facility is extremely important for these entrepreneurs. We will continue to partner with the association in their mission. The mentorship role was not projected at the start of the project, but it was an empowering evolution. It taught our team members that as students and leaders we have resources to offer in the business community. Market Mentor directly impacted 162 individuals participating in markets, improving the lives of 14 200 in our community. Exposing entrepreneurship to 1850 people, including vendors, visitors, board, and team members. GFW Farmers Market realized an increase in revenue of \$3000 and profit of \$2400. Our team created an additional \$300 revenue for B B Sweets. During uncertain times of Covid isolation our team was able to adapt and have a real impact on many emerging small business entrepreneurs. These leadership and life skills will follow our team members well past graduation.

STANDARD METRICS

(These metrics are related only to the project presented and represent work done since March 1, 2021)

Number of businesses started	1	Number of existing entrepreneurs helped	6
Number of people exposed to entrepreneurship	1850	Number of jobs created	1

PROJECT START DATE	September 2020	IS THIS PROJECT WHOLLY-OWNED AND OPERATED BY THE TEAM?	Yes
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