

ACADEMIC INSTITUTION	Concordia University
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PROJECT NAME	InStep
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NEED AND AUDIENCE

Project Instep’s mission is to introduce Indigenous people to the benefits of entrepreneurship and the impact it can have on their community. Project Instep aims to address the resource disparity (as confirmed through studies and statistics) that exists between Indigenous populations and non-Indigenous groups. Our goal is to inspire and support them, all while instilling a sense of trust and community. We achieve this goal by providing free workshops that unpack entrepreneurial skill sets such as social media, web-design, and advertising. During these workshops, we not only present the information, but form breakout rooms in order to create personal connections with the attendees and allow them to build on their own ideas. We also provide free one-on-one mentorship for business owners with specific goals.

ACTION TAKEN

This year, we have conducted two virtual workshops in collaboration with Plank and Tewa (Kahnawake’s Economic Development Commission). These workshops focused on social media, web-design, and advertising. We then launched our mentorship program, with the purpose to offer one-on-one consultations, addressing specific needs. Due to the numerous requests for mentorship, we teamed up with CMAC, a student-run marketing aid clinic at Concordia, to increase our resources and manpower, allowing for an expansion of our services that was previously not possible. We also partnered with BNP Paribas which awarded us over \$1,500 to directly invest in our mentorship program. We are currently working with Kahnawake’s Economic Development Commission to revamp their Shop Kahnawake website, which is outdated and unpromoted. This website would host all the businesses in the community, and ensure they are easily shoppable and accessible to anyone who wishes to support Indigenous owned businesses.

IMPACT

Project Instep has directly impacted 45 people. This includes 31 workshop attendees (2 from which received one-on-one mentorship), 7 entrepreneurs, and 7 students who participated and taught the workshops. Within the workshops, we had 22 attendees that already were entrepreneurs, and 9 who were aspiring entrepreneurs. The 7 other entrepreneurs are business owners from Kahnawake. We promoted their businesses by creating a series where we showcased their products and shared their entrepreneurship story with our Instagram community. We created Project Instep’s Instagram page in September 2021. In 4 months, we gained 128 news followers, and indirectly reached over 800 people and counting with our content. In total, our team invested approximately 1015 volunteer hours, advancing the team’s knowledge on the principles of entrepreneurship and its importance. This shows the difference that our team has made by positively changing the lives of Indigenous business owners.

STANDARD METRICS

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

Number of businesses started	0	Number of existing entrepreneurs helped	38
Number of people exposed to entrepreneurship	173	Number of jobs created	0
PROJECT START DATE	September 2016	IS THIS PROJECT WHOLLY-OWNED AND OPERATED BY THE TEAM?	Yes