

<b>ACADEMIC INSTITUTION</b>	Dalhousie University	<b>PROJECT NAME</b>	New Venture Marketplace
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**NEED AND AUDIENCE**

There is a need to remove the barriers that entry-level entrepreneurs face. These barriers include the social and economic inequities that lie within the entrepreneur world. Our audience supports BIPOC, LGBTQIA2S+, unemployed, low-income vendors along with vendors living with a disability and vendors living with a mental illness.

**ACTION TAKEN**

We've provided excellent networking and promotion opportunities for our vendors, in 2021/2022 we have taken on a whole new role. We opened our market doors to all vendors facing struggles as a new entrepreneur. This year, we began by booking a venue with the Halifax Brewery Farmers Market 2 months before market day, where we claim a non-profit rate as we generate no revenue as organizers. Then, we create ethical and easily accessible application forms that are available via google forms, pdf, or mail. We begin to post our presence on social media and the promoting begins! Divided into 3 team members, Market Manager, Vendor Liaison, and Communications Representative, we begin splitting our tasks accordingly.

**IMPACT**

To begin, Dhalia Morgan, one of the vendors from the most recent market was interviewed on CBC by Portia Clark in which Dhalia was being asked about her reasoning for applying to the market. She emotionally told her story, saying that this was an amazing opportunity for all other new entrepreneurs like herself due to financial barriers and that she was extremely grateful. Furthermore, following the market we met with ISANS business counsellors to ask them about the impact our market had, and they informed us that they sent many clients to us, and they all returned very gratefully, asking to be informed when the next application date opens due to success. This market is removing the socio-economic barriers that come with systemic oppression, and we are not ignoring the substantial challenges that these pose on new entrepreneurs' lives.

**STANDARD METRICS**

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

Number of businesses started	25+	Number of existing entrepreneurs helped	60+
Number of people exposed to entrepreneurship	130-160	Number of jobs created	130-160

<b>PROJECT START DATE</b>	2019, however October 1 <sup>st</sup> 2021 for the 2021 December Market	<b>IS THIS PROJECT WHOLLY-OWNED AND OPERATED BY THE TEAM?</b>	Yes, 3 team members in which are supported by Enactus funding and more.
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