

<b>ACADEMIC INSTITUTION</b>	McGill University	<b>PROJECT NAME</b>	MTLocal
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**NEED AND AUDIENCE**

MTLocal aims to promote the local businesses of Montreal by providing meaningful incentives for the Montreal community to shop locally, sustainably, and ethically. Within Greater Montreal, 45% of businesses are saying that they are losing money everyday they open due to the pandemic, higher than the Canadian average of 37%. ([The Suburban](#)) Our project will have a twofold impact on the community of Montreal in an attempt to combat this. By partnering with sustainable and ethical businesses to offer discounts to the users of the application, the community will be more inclined to consume locally and responsibly. In fact, by joining the application, the users will have access to discounts and announcements for a wide number of different local products and services. On the other hand, the easily accessible app and website will help increase the exposure of the most vulnerable local businesses making them more resilient through these challenging times. One of the most notable aspects about MTLocal is that it's beneficial towards both the consumer and producer and as such targets a wide demographic. This is a large segment of the population in the Montreal area. The Montreal area is so diverse and thus so is our target audience.

**ACTION TAKEN**

Throughout the 2021-2022 year our team has taken several steps to advance the development of MTLocal. Our main focus was on developing an app to service both consumers and businesses. Our goal at the beginning of the fall semester was to have an app developed and in beta testing by mid-april. We have developed an MVP along with our software team and discussed the functionality of what that app would look like. More recently however we have had to pivot our technological goals due to unforeseen roadblocks in the app development process. We tried to outsource app development by meeting with both hack4impact and Mymedia creative, which offer web development services to startups. Neither of those options solved our immediate issue of getting any form of web-service on the market; as such we had to reevaluate our critical path and metrics in order to devise a plan suitable to our needs. Our solution involved the creation of a simplistic website along with physical cards used to provide our customers with discounts at various stores. We hope to use this physical card system as a proof-of-concept and a platform to launch the MTLocal app off of in the upcoming year.

**IMPACT**

To assess the kind of impact this project would have on businesses presently, our team went out to local stores around Montreal and sat down with their workers. As demonstrated in the video, the issues faced by these businesses due to COVID remain prevalent. Before beginning our project, we set key performance indicators (KPIs) based on our market research. With a student population of 180,000 in Montreal and 1.4 million students across Canada, we believe that we can reach up to 9000 of those students in Montreal alone, based on our connections at McGill and Concordia and our ability to promote via social media and through existing student network channels, such as teams, clubs, and student associations. Our impact in other Canadian cities will be more clear once we establish MTLocal and assess its strengths and weaknesses in acquiring users. On the business end, we believe that we can partner with up to 100 local businesses in Montreal. We have partnered with a handful already and we believe that, once we launch and promote our idea, other businesses will be easier to partner with.

**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	8
Number of people exposed to entrepreneurship	15	Number of jobs created	0

<b>PROJECT START DATE</b>	October 18, 2020
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<b>IS THIS PROJECT WHOLLY-OWNED AND OPERATED BY THE TEAM?</b>	Yes
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