

<b>ACADEMIC INSTITUTION</b>	Ryerson University	<b>PROJECT NAME</b>	Project Start Me Up
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**NEED AND AUDIENCE**

Project Start Me Up aims to help aspiring entrepreneurs develop and grow their business by providing resources, mentorship, funding and education throughout the start-up process.

We target aspiring entrepreneurs ranging from ages 13 - 30 because we found many young people don't see entrepreneurship as a viable career path, due to a lack of resources and access to entrepreneurial education.

This year, we focused our efforts on empowering youth in the GTA and encouraging them to turn their ideas and passions into a reality.

**ACTION TAKEN**

Adapted existing workshop model to fit COVID-19 restrictions, and hosted 28 Start Up School Virtual Workshops with 1400 participants. These workshops address topics of Social Media for Startups, Canadian Financing Landscape, Financial Literacy Tips for Start-ups and Entrepreneurs, Design Thinking, and Entrepreneurial Ethics

Created the Youth Entrepreneurship Opportunities program to provide youth in the GTA access to entrepreneurial resources. This virtual 12-week program pairs mentors from Enactus Ryerson with youth to teach them the fundamentals of pursuing a startup alongside weekly workshops. Hosted two Youth Venture Competitions, where mentees were given the opportunity to secure a total of \$X in start-up funding through a presentation to a panel of judges. We will be hosting the annual Slight New Venture Competition, which will provide \$25,000 in seed funding to two start-ups out of 6 finalists, on April 7th.

2020-2021 Partnerships include: Scarborough Centres for Healthy Communities, Slight Family Foundation, MYSL, Ryerson Zone Learning, Ryerson's DMZ, The Neighborhood Organization (TNO), Peerage Capital and Shopify.

**IMPACT**

Start Up School Workshops: Directly impacted 200 individuals by providing access to entrepreneurial education.

Youth Entrepreneurship Opportunities: Directly impacted 35 mentees by providing them with resources, over \$23,000 in funding, and educational workshops. Khalil was just one of the youth entrepreneurs we worked with, who was able to create (business) and has earned \$X in revenue

We are working to expand our YEO program to 3 more community centers by the end of 2022, to empower more students in pursuing entrepreneurship as a viable career path. Slight New Venture Competition: Empowering two Ryerson entrepreneurs by awarding \$25,000 in seed funding.

<b>STANDARD METRICS</b>			
(These metrics are related only to the project presented and represent work done since March 1, 2021)			
Number of businesses started	32	Number of existing entrepreneurs helped	170
Number of people exposed to entrepreneurship	250	Number of jobs created	45

<b>PROJECT START DATE</b>	2008	<b>IS THIS PROJECT WHOLLY-OWNED AND OPERATED BY THE TEAM?</b>	Yes
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