

ACADEMIC INSTITUTION	Saint Mary's University	PROJECT NAME	Square Roots
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NEED AND AUDIENCE

What need does this project address?

- Although there are many eco-friendly and sustainable products accessible to our community, these can be very expensive.
- With the onset of the Pandemic, people are nervous to take the leap into entrepreneurial ventures.

What audience(s) did you target and why?

- Aspiring entrepreneurs and existing local businesses
- People open to bringing more sustainable practices into their lives by using cheaper, eco-friendly product alternatives

ACTION TAKEN

What activities did you undertake? (What did you do?)

- We produce sustainable and eco-friendly products that not only repurpose food waste, but are also affordable. This year, we relaunched our matcha lotion bars with Little Branches.
- We have new a project in collaboration with aspiring entrepreneurs, we are creating and distributing eco-friendly soap bars while incorporating seconds coffee grinds.
- We have empowered four individuals to launch and run new Square Roots Bundle locations this year.

What partners did you work with?

- Lisa Hurlburt/Little Branches, Ainslee McNamara, The Bliss Caffeine Bar, The Ville Caffeine Bar, HSBC, Henny Penny's Farm Market, VanGo Delivery, Saint Mary's University Entrepreneurship Centre, Community Champions across Nova Scotia, Ontario, and Zimbabwe.

IMPACT

Please outline the overall impact your project had on participants.

- Square Roots has empowered six aspiring entrepreneurs by helping them plan and launch their very own businesses.
- We have trained them in professional development, business development and planning, and provide support on a regular basis.
- Sold 10 matcha lotion bars just since the relaunch.

STANDARD METRICS

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

Number of businesses started	4	Number of existing entrepreneurs helped	10
Number of people exposed to entrepreneurship	45	Number of jobs created	4

PROJECT START DATE	2016	IS THIS PROJECT WHOLLY-OWNED AND OPERATED BY THE TEAM?	YES
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