

ACADEMIC INSTITUTION

St. Lawrence College

PROJECT NAME

Empowerise

NEED AND AUDIENCE

- The purpose of Empowerise is to scale, create and support entrepreneurs who operate socially-focused businesses. There are two streams of Empowerise, one being the business-serving and accelerator, the other focusing on continuing to educate and inspire youngsters to create their own social enterprises and make progress.
- We targeted young students of grades 10-12 for educating about eCommerce and women who lost their hair due to Cancer for Neisha's World. These audiences were chosen with the goal in mind. Niesha's World made hair scarves for these women, which gave them renewed confidence to fight cancer. Children from grades 10-12 showed keen interest in eCommerce therefore they were the chosen audience for educating.

ACTION TAKEN

- Provided the Shopify Badge Program to 6 youth
- Partnered with Shopify and Limestone District School Board
- Continued work towards supporting and scaling Niesha's World through sales, marketing, and skill development consultation.
- We have direct ownership over the Shopify Badge Program and all under Empowerise, do not own Niesha's World as it is one of the social enterprises supported under the umbrella.

IMPACT

- Niesha's World generated \$1090.91 dollars in revenue
- Empowered and trained one small business owner through business support, marketing development, and consultation.
- Directly impacted 6 youth by certifying them with a Shopify Basics Badge.

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	6
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Number of people exposed to entrepreneurship	24	Number of jobs created	0
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PROJECT START DATE

September 2020

IS THIS PROJECT WHOLLY-OWNED AND OPERATED BY THE TEAM?

No