

ACADEMIC INSTITUTION	University of Toronto	PROJECT NAME	You Elevate and Enact-A-Preneur
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NEED AND AUDIENCE

You-Elevate addresses the need for students to develop their skills, because of a perceived gap between their skills and those needed to enter the workforce. We targeted high-school students to help them get a jump on their careers. By placing them into roles where they get valued practical experience, we can build their skills and their confidence to help them enter the workforce later in their careers.

Every industry has been affected by the COVID-19 pandemic, with local businesses being one of the hardest-hit divisions. We saw this as a huge challenge for entrepreneurs and an opportunity for us to step in and make a difference. At Enact-A-Preneur (ETP), our mission is to accelerate and provide pro-bono consulting services to struggling businesses in the Greater Toronto Area. Through our consulting services, we provide students with hands-on experiences, but also help entrepreneurs sustain their businesses.

ACTION TAKEN

YE: Outreach is our primary activity: finding new start-ups in tech, finance, and healthcare has been the major goal to develop students. We also deliver workshops to develop student skills (resume building, networking skills, presentation skills, and critical thinking). We work with numerous start-ups within Toronto, as well as TDSB programs, co-op teachers, and students to make You-Elevate's mission a reality.

For the 2021-2022 school year, ETP's main goal was to assist five local businesses by providing advisory services. Our team decided to focus on partnering with small restaurants and small wellness businesses. The ETP team was able to partner with five companies, with each partner working with five consultants and one team leader to solve various issues. The main issues that the ETP team assisted our partners with were centred around financial management, branding & marketing, and customer retention.

IMPACT

YE: This year, YE partnered with 4 startups and provided 12 co op students with innovative work experience. 85% of students feeling as if they have learned useful skills that will be applicable to their future careers.

Each ETP partner were assigned five student consultants and one team leader, based on each person's relevant skillset to the team, to assist them with any ongoing business challenges. This year, the ETP team was able to help five entrepreneurs, exposed over 30 students to entrepreneurship as a career path and provided 700 hours of services.

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	5
Number of people exposed to entrepreneurship	47	Number of jobs created	15

PROJECT START DATE	May 2021	IS THIS PROJECT WHOLLY-OWNED AND OPERATED BY THE TEAM?	Yes
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