

Industry Canada

News Release

CONNECTING TO SMALL BUSINESS

OTTAWA, October 22, 1997 — Federal Industry Minister John Manley, as part of Small Business Week, launched three new sites for small businesses on *Strategis*, Industry Canada's web

Industry Canada Industrie Canada

**NEED
GROWTH
CAPITAL?**

**There's \$14 billion
of risk capital
available to small
businesses . . .**

This is a screenshot of a website banner. At the top left, there is a small Canadian flag icon followed by the text 'Industry Canada' and 'Industrie Canada'. The main text is in large, bold, black letters. Below the main text, there is a smaller line of text in a similar font.

Industry Canada Industrie Canada

CONTACT!

**The Canadian
Management
Network**

**Canada's 24-hour
Small Business**

This is a screenshot of a website banner. At the top left, there is a small Canadian flag icon followed by the text 'Industry Canada' and 'Industrie Canada'. The main text is in large, bold, white letters on a dark blue background. The word 'CONTACT!' is in a stylized font with a white outline and is surrounded by several colorful maple leaves. Below it, the text 'The Canadian Management Network' is in a bold, white font. At the bottom, the text 'Canada's 24-hour Small Business' is in a smaller, white font.

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Connecting to small business

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NEED GROWTH CAPITAL?

There's \$14 billion of risk capital available to small businesses . . .

but only to those that are 'investor ready'

ARE YOU INVESTOR READY?

STEPS

to

GROWTH

CAPITAL

STEPS, the pioneering program, will equip you to:

1. Identify Your Financial Needs

Know the range of financing your growing business faces, the financing alternatives available, and the implications of raising each type of financing.

2. Demonstrate Your Investment Potential

You need to develop qualitative and quantitative information that demonstrates your company's potential for growth, profitability and a reasonable payback for the investor.

3. Demonstrate Your Management Capabilities

Convince investors that the management team of your business is capable of exploiting market opportunities and managing growth.

4. Build an Investment Proposal

This is the primary means of communicating investment opportunity to potential investors.

5. Identify Potential Investors

There are various sources of risk capital, each with specific requirements. Which is the most appropriate for your business?

6. Meet Potential Investors

How you can contact potential investors and prepare for the initial meeting.

7. Negotiate the Deal

Negotiating a deal with an investor is one of the critical steps in the investment process. This will give you an idea of what to expect.

8. Close the Deal

You will be given guidance on how to handle the due diligence process and provided with pointers on how to manage a relationship with an investor after the investment has been made.

STEPS also has skills courses on:

- > Effective Writing
- > Effective Meetings
- > Negotiation and Conflict Resolution
- > Problem Solving

Take STEPS at your pace

Steps can be followed as detailed instructions or case studies, or as a combination of these.

Need to enhance your skills? Attend one of the workshops that will be conducted by professional business advisors where numbers warrant.

Take Steps to grow!

Take another Step! <http://strategis.ic.gc.ca/steps> will take you to Steps to Competitiveness, interactive diagnostic tools to show small businesses in the service sector how they measure up competitively. It's valuable for all small companies.

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Other formats

If you do not have access to the Internet, Steps is also available in other formats. For these contact:

Industry Canada
Distribution Services
Communications Branch
205D, West Tower
235 Queen Street
Ottawa ON K1A 0H5
1 800 328-6189

For other important information:

Atlantic Canada Opportunities Agency
<http://www.acoa.ca>

Federal Office of Regional Development (Quebec)
(514) 496-4636 in Montreal area
1 800 322-4636 rest of Quebec
<http://www.bfdq-fordq.gc.ca>

FedNor
<http://fednor.ic.gc.ca>

Industry Canada
<http://strategis.ic.gc.ca>

Western Economic Diversification
1 888 338 WEST (9378)
<http://www.wd.gc.ca>

<http://strategis.ic.gc.ca/growth>



Canada



The Canadian Management Network

Canada's 24-hour Small Business Support Network

<http://strategis.ic.gc.ca/contact>

Canada

"Your all-in-one on-line source for business advice"

Smart entrepreneurs always obtain the advice of those in the know. Now you can join an effective network with access to hundred of Canadian small business advisors.

Contact! is information that will help you build networks and sharpen your business skills.

- Tap into over 1500 organisations that help business
- Consult with knowledgeable people on foreign cultures and markets
- Network and talk business with your peers and counsellors nationwide
- Exploit a gold mine of business opportunities
- Save time by reviewing the latest in business management software
- Learn from an on-line business library
- Enter one of Canada's business award competitions
- Find information on courses, seminars and events – and add your own.

Visit Contact! for the "Guide to the Government of Canada Services and Support for Small Business."



Think of Contact! as your personal centre for business excellence

Over 40 Canadian small business and trade organisations worked with Industry Canada to assemble Canada's most comprehensive source of small business advice and support services. Continuously updated to bring you the latest information.

Thousands of small businesses have already benefited from Contact! An award-winning internet site.

Make Contact! part of your day

To add your small business support organisation, e-mail us: contact@ic.gc.ca

Strategis

Contact! is part of Industry Canada's on-line business information site: Strategis
<http://strategis.ic.gc.ca>

News Release

CONNECTING TO SMALL BUSINESS

OTTAWA, October 22, 1997 — Federal Industry Minister John Manley, as part of Small Business Week, launched three new sites for small businesses on *Strategis*, Industry Canada's web site. These additions, along with the existing site **Contact!** (<http://strategis.ic.gc.ca/contact>) provide small business with the tools, skills and knowledge they need to innovate, grow and create jobs.

"These new *Strategis* sites for small business continue the government's efforts to connect Canadians, increase support for small business, and move Canada ahead in the knowledge-based economy," remarked Mr. Manley.

Accessing information on financing

Sources of Financing (<http://strategis.ic.gc.ca/sources>) is a new leading-edge product on *Strategis* based on a sophisticated and powerful search engine. It allows small business to access information on traditional and alternative sources of financing. These sources range from familiar debt-financing arrangements from chartered banks to services offered by micro-lenders or venture capital companies.

Growing business through access to outside investors

The Canada Community Investment Plan (CCIP) has been active since 1996 with an innovative program to help businesses with potential for growth gain access to risk capital. Twenty-two communities located in non-financial centres across Canada are taking part, by testing new and creative ways to access capital and by sharing knowledge.

Now, a companion site called **Steps to Growth Capital** (<http://strategis.ic.gc.ca/growth>) is being launched. Steps to Growth Capital will help growth-oriented firms prepare to find investors and close a deal. There are eight steps covered in the program with a whole range of investment capital issues, from identifying financial needs to managing a relationship with an investor.

Building critical management skills

Steps to Competitiveness (<http://strategis.ic.gc.ca/steps>) is a new site that will provide on-line assistance to identify business concerns. Although targeted to small business service firms, it is valuable for all businesses. **Steps to competitiveness** has modules that deal with business needs such as marketing, human resources and business alliances. It also features several unique self-assessment tools to help evaluate a firm's performance.

These new sites add to the wealth of small business information available in **Contact! The Canadian Management Network** (<http://strategis.ic.gc.ca/contact>). This site is one of the busiest on *Strategis*. It provides entrepreneurs with access to information on where to find out about management skills, locate outside advice, and take part in extensive on-line business-to-business discussion forums.

A backgrounder on the small business sites is available on the Internet: <http://strategis.ic.gc.ca>

-30 -

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BACKGROUND

FOUR *STRATEGIS* SITES FOR SMALL BUSINESS

Accessing information on financing

Sources of Financing: Helping Small Business Navigate the Financial Maze --
<http://strategis.ic.gc.ca/sources>

Sources of Financing is an easy-to-use web site, designed with the busy small businessperson in mind. A simple questionnaire, in which the user provides information about their region, industry, type and amount of financing required, drives a powerful search engine, which, in turn, yields a list of potential financiers. Contacting these financiers is as easy as double-clicking on the hot link to their web sites, or giving them a call.

The value-added element of *Sources* is that it provides information on both traditional and alternative means of financing. This runs the gamut from the standard debt financing available from chartered banks, to products and services offered by micro-lenders, asset-based lenders and venture capital companies, among others. Non-traditional sources of financing are important and often-overlooked means for small businesses to access capital. *Sources* helps entrepreneurs determine the kind of financing right for them and identify providers.

Because of its emphasis on non-traditional forms of financing, *Sources* also educates entrepreneurs. Users can browse a special "Definitions" section, to find information on and definitions of the types of financing offered via the database. *Sources'* registered partners also offer information on complementary, non-financial services.

Sources of Financing is the result of a partnership between Industry Canada, the federal regional development agencies, and public and private sector financial institutions.

Growing business through access to outside investors

Canada Community Investment Plan

Over the past 25 years, there have been many attempts to deal with the challenge of financing the growth of small and medium-sized businesses, particularly those found outside major financial centres.

The Canada Community Investment Plan (CCIP) is designed to improve access to existing sources of risk capital. It helps communities with growth firms access a full range of investment services, building bridges to regional and national sources of risk capital. Launched in May 1996, CCIP started with a competition for demonstration projects. This has focused the energy and imagination of community economic development groups across Canada on linking firms with growth potential to sources of risk capital. Twenty-two communities have been selected for demonstration projects. They are: Mount Pearl, Halifax, Moncton, Fredericton, Shawinigan, Sainte-Hyacinthe, Sherbrooke, Ste Thérèse-de-Blainville, Wendake, North Bay, Sault Ste. Marie, Sarnia, Niagara, Hamilton, London, Waterloo, Swift Current, Medicine Hat, Canmore, Okanagan, Victoria and Whitehorse.

Take London for example. It is a centre of technological research and development renowned for its health care facilities and advanced learning institutions. London will run its demonstration project through the London Enterprise Development Corporation (LEDCO), a community-based volunteer organization consisting of several leaders of London's business community. LEDCO will provide services to entrepreneurs of knowledge-based industries by mentoring fledgling businesses, developing business plans, providing information on various sources of financing, improving presentation skills and arranging introductions between entrepreneurs and potential investors. It has already run a successful forum which brought entrepreneurs and potential investor companies together.

Demonstration projects will provide feedback to the small business community on the creative solutions and best practices for improving access to risk capital.

Steps to Growth Capital: <http://strategis.ic.gc.ca/growth>

Steps to Growth Capital, is a skill development program to help entrepreneurs become "investor-ready". **Steps to Growth Capital** is a pioneering initiative and one of the first entrepreneurial skill development programs offered over the Internet. It serves entrepreneurs by opening the doors to the risk capital they need to finance growth and investors by improving the quality and scope of their investments.

Steps to Growth Capital has been developed as part of the Canada Community Investment Plan. It will be available to all higher growth companies seeking risk capital of less than \$1 million, wherever they are. Small business entrepreneurs will have access to **Steps to Growth Capital** in two ways. The basic program is available to everyone with access to the Internet. Entrepreneurs across Canada can access **Steps to Growth Capital** directly through Industry Canada's web site, *Strategis*, and through the web sites of the Atlantic Canada Opportunities Agency, the Federal Office of Regional Development-Quebec, FedNor, Western Economic Diversification and the Business Development Bank of Canada.

For those without access to the Internet, the program material will be available in other formats in limited numbers. In addition, workshops conducted by professional business advisors will be held in communities across Canada.

Building critical management skills

Contact! The Canadian Management Network — <http://strategis.ic.gc.ca/contact>

Contact! is consistently one of the most popular destinations on Industry Canada's *Strategis* Internet site. It serves as a reference and networking centre devoted to business skills. Industry Canada's extensive contact with business experts is leveraged here to gather information into a single site. Up-to-date, detailed, and available as your 24 hour small business support centre.

Contact! also serves as a useful meeting point for small business counsellors, who can share their educational publications, expertise and networks.

Contact! provides several unique on-line resources for business. These include the most complete data on over 1500 Canadian small business support organizations, the places business visits for personal counselling and networking, the "Guide to Government of Canada Services and Support for Small Business", "Right from Home: Starting a Home Based Business", profiles of multicultural advisors and Canada's major business awards, with nomination information included.

Contact! has an all-in-one business support centre with over 450 on-line "how-to" publications, business-to-business discussion forums, descriptions of over 300 business management software tools with contact information and descriptive links to all other small business and entrepreneurship resource sites. **Contact!** connects hundreds of experts and over 40 business organisations who are willing to share resources to help entrepreneurs.

Steps to Competitiveness: <http://strategis.ic.gc.ca/steps>

Steps to Competitiveness is an Industry Canada electronic information product developed by the Service Industries and Capital Projects Branch. It aims to enhance the competitiveness of service SMEs through the online presentation of business and management information, including self-assessment tools. While **Steps to Competitiveness** is geared toward service firms, firms that produce goods will also benefit from the information on the site.

The **Steps to Competitiveness** site houses interactive modules, diagnostic tools, and downloadable material. These tools will build and strengthen business capabilities. The following are some examples of the modules:

Needs Assessment

This comprehensive module contains 8 mini diagnostics, through which users can assess their strengths and weaknesses in a number of business functions, such as planning, human resources and marketing. In a number of instances, users can proceed to a full **Steps** module on the same topic to pursue identified deficiencies.

Marketing

The module covers a range of needs and includes key elements in the management of the marketing function, such as market studies, client analysis, market evaluation, customer service policies, budgeting and others. A Frequently Asked Question section is included. The diagnostic consists of a strategic audit of the marketing function.




STEPS TO COMPETITIVENESS

A TOOLBOX FOR CANADIAN BUSINESS

<http://strategis.ic.gc.ca/steps>

What are your company's needs?

Business Alliances
Needs Assessment
Quality Practices

Marketing
Human Resources
Technology

Strategic Planning
Financing
New Services

STEPS to Competitiveness is an on-line information product that helps businesses identify specific business concerns using self-assessment tools.

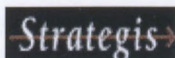
Developed by the Service Industries and Capital Projects Branch, **STEPS** is targeted to small and medium-sized service companies, but is valuable to all firms.

Bookmark STEPS: then come back anytime.

For more information:

e-mail: sicp@ic.gc.ca fax: (613) 952-9054

Visit our companion product, **Steps to Growth Capital** (<http://strategis.ic.gc.ca/growth>), which helps to bridge the gap between risk capital suppliers and your needs.



<http://strategis.ic.gc.ca>

STEPS is part of *Strategis*, Canada's largest virtual business library which gives access to a wealth of valuable and timely information on market trends, industry analyses, trade statistics, company profiles, marketplace services and more.





NEED GROWTH CAPITAL?

There's \$14 billion of risk capital available to small businesses . . .
but only to those that are 'investor ready'

ARE YOU INVESTOR READY?

Develop your investment potential with

STEPS ^{to} GROWTH CAPITAL

the pioneering program from Industry Canada and its partners

Visit:

<http://strategis.ic.gc.ca/growth>

You will be taken step-by-step through the process of obtaining growth capital, from identifying your financial needs to closing the deal.

Throughout **Steps** you can switch from detailed instructions to a series of integrated case histories. Then you can download tools to develop your own investment opportunity.

Need more help? There are programs on the website to develop your writing, meeting, negotiating, conflict resolution and problem solving skills.

Take Steps to grow!

Take another Step! <http://strategis.ic.gc.ca/steps> will take you to Steps to Competitiveness, interactive diagnostic tools to show small businesses in the service sector how they measure up competitively. It's valuable for all small companies.





NEED MONEY TO GROW YOUR BUSINESS??

Who doesn't? Whether it's to buy extra equipment or hire new staff, extra capital is always welcome.

The question is, do you know where to find it??

strategis.ic.gc.ca/sources

Sources of Financing points you in the right direction.

→ *Sources* is an easy to use, innovative resource on the World Wide Web.

→ *Sources* provides you with information on traditional and alternative financing options. Everything from the products and services available from chartered banks and trust companies, to those offered by micro-lenders, asset-based lenders, and venture capital companies - among many others.

→ *Sources* helps you learn. Find explanations of the various types of financing offered via the database in the special definitions section, plus facts on complementary, non-financial services offered by *Sources*' partners.

Sources is the ideal tool for busy entrepreneurs like you.

For more information, visit the site today.

strategis.ic.gc.ca/sources

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