



**Future Skills**  
Centre

Centre des  
**Compétences futures**

# Strategic Partnerships Proposal Template

## Instructions to complete the application form

This application form is structured to help you give reviewers easy access to your project information. This form is divided into the following sections:

- Part 1 - General information
- Part 2 - Project summary
- Part 3 - Project details
- Part 4 - Project work plan and budget
- Part 5 – Equity, diversity, inclusion, and reconciliation
- Part 6 - Declaration

If you would like to request accommodations or other types of support, or if you have any questions while compiling your application, you may contact our team at [strategicinitiatives@fsc-ccf.ca](mailto:strategicinitiatives@fsc-ccf.ca). We would be happy to answer any questions.

# PART 1 - GENERAL INFORMATION

## 1. Lead organization

### Name of lead organization

MakeWay Charitable Society - EntrepreNorth

### Name of project lead

Benjamin Scott, Project Director, EntrepreNorth

### Project lead's preferred method of contact (email address and/or phone number)

benjamin@entreprenorth or 867-765-8464

## 2. Proposed project

### Project title

EntrepreNorth App Development

### Project start and end dates

July 1, 2022 to September 30, 2023

Projects must end no later than September 30, 2023, FSC will need to receive your final activity report and audited financial statement by the end of 2023.

### Amount requested from FSC (total)

\$275,000

### Project partners and their location (if applicable)

n/a

### 3. Other information

**Please list the province(s) and/or territories served for this project.**

Please note that applicants will not be looked upon more or less favourably based on the number of geographic areas selected.

	Alberta
	British Columbia
	Manitoba
	New Brunswick
	Newfoundland and Labrador
	Nova Scotia
	Ontario
	Prince Edward Island
	Quebec
	Saskatchewan
✓	Northwest Territories
✓	Nunavut
✓	Yukon
	Other – Please explain:

Please list specific Northern Canada region(s) or community/ies for each of the provinces and territories you have selected above where activities will take place:

EntrepreNorth is headquartered in Yellowknife, NT. The EntrepreNorth Growth Program gatherings typically take place in Yellowknife, NT, Whitehorse, YT, and Iqaluit, NU. Our Business Ideation Workshops are facilitated online and/or in-person in more remote communities across the North. Our app tool will be developed out of Yellowknife, NT and will be available to entrepreneurs across the North.

**Please identify the target population(s) served through this project.**

If you check more than one target population, please number starting with “1” for the primary target population on which your project will focus. Please note that applicants will not be looked upon more or less favourably based on the number of populations selected.

	Immigrants
1	Indigenous peoples
6	LGBTQ2S+ peoples
	Newcomers (arrived in Canada in the last 5 years)
	Older adults (65 years and older)
2	People from rural, remote and Northern communities
7	People living in official language minority communities
3	People with essential skills gaps
	People without post-secondary education
	Persons with disabilities and Deaf persons
	Racialized persons
	Refugees
	Veterans
4	Women
5	Youth (age 15-29)
	Other – Please explain:

**Please identify whether your organization's leadership comprises the following target populations.**

	Immigrants
✓	Indigenous peoples
✓	LGBTQ2S+ peoples
	Newcomers (arrived in Canada in the last 5 years)
	Older adults (65 years and older)
✓	People from rural, remote and Northern communities
✓	People living in official language minority communities
	People with essential skills gaps

	People without post-secondary education
	Persons with disabilities and Deaf persons
	Racialized persons
	Refugees
	Veterans
✓	Women
✓	Youth (age 15-29)
	Other – Please explain:

**Please identify the industry sector(s) your project is designed to impact.**

If you check more than one industry sector, please number starting with “1” being the primary focus. Please note that applicants will not be looked upon more or less favourably based on the number of populations selected.

	Agriculture, forestry, fishing and hunting
	Mining, quarrying, oil and gas extraction
	Utilities
	Construction
	Manufacturing
	Wholesale trade
	Retail trade
	Transportation and warehousing
	Information and cultural industries
<b>2</b>	Finance and insurance
	Real estate and rental and leasing
	Professional, scientific, and technical services
<b>3</b>	Management of companies and enterprises
	Administrative and support, waste management and remediation services
<b>1</b>	Educational services

	Healthcare and social assistance
	Arts, entertainment and recreation
	Accommodation and food services
	Other services (except public administration)
	Public administration
	Other – Please explain: EntrepreNorth operates as a charitable organization that empowers Northern Indigenous entrepreneurs to build sustainable businesses and livelihoods through education and capacity building; and hopefully, through a patient capital fund (which is still under development). The entrepreneurs that participate in our programming are engaged in multiple industry sectors (e.g., Information and cultural industries, Arts, Entertainment and recreation, Accommodation and food services, Transportation and warehousing, etc.)

## PART 2 - PROJECT SUMMARY

### 1. Proposed project “one-liner”

**In 1–2 sentences, what critical insights into skills innovation will your project aim to provide and how?**

EntrepreNorth wants to gain insights into how to deliver business education and training and support financial practices that are more inclusive and accessible to Northern Indigenous entrepreneurs and social innovators. We see an opportunity to use technology to create stronger connections and working relationships between instructors, entrepreneurs, mentors, and investors.

(50 words maximum)

### 2. Proposed project summary

**How would you summarize your project in one paragraph? What is the value and impact your project hopes to achieve and why does it matter?**

The EntrepreNorth App Development project will focus on creating a multi-user applied business tool that supports entrepreneurs and social innovators with investment and impact readiness and ongoing business planning and strategy. We want to offer entrepreneurs a more streamlined process of applied learning and a way to engage online with a network of certified EntrepreNorth facilitators, mentors and coaches to support their business growth journey and scale their community impact.

Our intention is to develop, test, and launch a web application that is accessible to Northern and Indigenous entrepreneurs and makes business education, mentorship and investment readiness support more accessible to those in remote locations where services are harder to access. Plus, we want to create an online environment that builds a community of practice using EntrepreNorth's proprietary curriculum pathway and offers a tool for business practitioners to support entrepreneurs in a more streamlined and user friendly way.

We also see an opportunity to provide investors a way to manage a portfolio of investments and maintain closer working relationships with the entrepreneurs that they are supporting. We also envision developing the ability to collect, manage and report on impact data to prove the impacts of entrepreneurship and social innovation in the North.

(200 words maximum)

## PART 3 - PROJECT DETAILS

In this section, please provide information on the following areas.

- **Need:** Provide an overview of the context for the project, clearly identifying the needs/problems and opportunities/strengths that the project's activities will address. What is the challenge and/or opportunity to drive new insights into skills development that can help us better prepare for and imagine the future?
- **Relevance:** Referring to FSC's [Strategic Plan](#), describe the alignment of your proposed project with one or more of FSC's strategic priorities. Note: Projects do not need to align with all four strategic priorities.

*Easy to access, practical labour market and skills information:* FSC works with labour market information experts and partners to provide accurate, practical and timely data, tools, and resources that can help the skills ecosystem understand changing skills needs and shape evidence-based responses.

*Responsive career pathways:* FSC enables the testing, prototyping and evaluation of new approaches that will provide forward-looking, customized, high-quality, accessible career and training advice, alongside education and skills training.

*Agile labour market responses:* FSC collaborates with sectors and industries to test, prototype, and evaluate new approaches for proactively anticipating labour market change and equipping workers with necessary skills.

*Learning, innovation & replication:* FSC builds networks that host ongoing learning, support service providers and build their capacity to adopt “what works,” and inform policies and funding that enable system-wide scaling of best practices in skills training.

- **Approach:** What are the main project activities, partnerships, and processes that will enable you to meet the identified challenges and seize opportunity?
- **Capacity:** Describe the mission, mandate, and activities of your organization. List any project partners and their roles. What are the skills, experiences, and resources available within the lead organization (and partners, if applicable)? How will these elements support the successful execution of the project?
- **Equity, Diversity, Inclusion and Reconciliation:** How will your project incorporate the perspectives of end-users and other stakeholders, particularly groups facing barriers, in the design and execution? In what ways will the practices and activities of the project be grounded in principles of equity, diversity, inclusion, and reconciliation?
- **Learning:** What are you aiming to learn from this project that could benefit the broader skills development ecosystem’s practices, programs, and policies? How do you intend to learn from and track progress towards the intended impact of your initiative, and evaluate its success?

You may prepare this section following the prompts above in sequence or using your own sections and narrative. Although you have flexibility regarding the format for this section, please make sure that you address all areas according to the prompts above. Reviewers will assess your application by scoring each criterion individually.

This section should not exceed **twelve** pages.

### **Need**

EntrepreNorth was designed to serve Indigenous entrepreneurs across the North who often feel lonely, isolated, and unsupported within their community and excluded from the education system, existing business support services, and financial institutions. We often hear stories from entrepreneurs that have trouble accessing business education, relevant business mentorship, participating in networking opportunities, and gaining access to more patient capital.

From the beginning, we have prioritized working with participants who face the greatest barriers to economic participation, including Indigenous entrepreneurs who live in more remote Northern communities. Some of the added needs of the entrepreneurs that we work with include childcare funding, internet connectivity and data support, and personal health and wellness care support. Furthermore, there is a

growing demand for culturally relevant business programming that honours Indigenous knowledge systems, deepens awareness and understanding of the effects of colonization, addresses systemic racism and sexism, and acknowledges the visceral impacts of intergenerational trauma.

The EntrepreNorth App Development project is responding to the entrepreneurs who struggle with the process of trying to raise patient capital and want a more streamlined way to collaborate on their business growth plans and impact strategies with business experts. Indigenous entrepreneurs are often left feeling discouraged and disheartened by economic and financial systems that have been systematically designed to exclude them from building financial and ultimately community wealth. Entrepreneurs in more remote locations also have the added struggle of building business connections and relations with funders and investors from far away distances. The other challenge entrepreneurs and social enterprises face is the need to collect and produce impact data and reports without the proper capacity or resources.

From the perspective of a business instructor, facilitator, business mentor or coach, there is not an easy way to collaborate, provide real-time feedback, and track the progress of their business mentees. The process of mentorship and coaching can become ineffective and inefficient for both the mentor and mentee, which can lead to frustration and disengagement by both parties. This is especially true in remote locations where meeting in person is not always a viable option due to the cost to travel.

These are some of the key reflections we have gathered over the last four years of being in operation. We believe there is an opportunity to learn from our experiences running programming across the North in remote areas and apply this knowledge and use technology to create an accessible and inclusive business tool that responds to the needs of Northern Indigenous entrepreneurs who want to build a business, raise capital and create impact within their own communities. We also see an opportunity for technology to create stronger bridges and connections between entrepreneurs, instructors, mentors, and investors.

## **Relevance**

The EntrepreNorth App Development project and our entrepreneurial programming and supports strongly align with FSC's goals, including:

- Strengthening the Northern entrepreneurship and finance ecosystem with a business tool that make business learning and supports more accessible and inclusive in Northern and remote communities;
- Investing in a Northern and Indigenous led innovation product that is geared towards capacity building, sharing knowledge, and strengthening connections;
- Creating a business tool that will support EntrepreNorth's network of community-based facilitators to mobilize the use of EntrepreNorth's proprietary curriculum pathway; and to support entrepreneurs in their own communities with an effective tool for applied learning and business mentorship;

- Strengthen the connections between EntrepreNorth facilitators, mentors, entrepreneurs and investors.

We think this app has the potential to streamline applied entrepreneurial learning and create a more streamlined process towards investment and impact readiness. This will in turn help support the overall growth of small business in Northern and remote communities and create economic opportunities where few exist.

### **Approach**

EntrepreNorth's plans to carry-out a design thinking process utilizing The Multi-Directional Business Compass framework which incorporates a lean startup methodology and customer discovery process. We would utilize EntrepreNorth's network of 100+ Northern Indigenous entrepreneurs and business mentors and coaches as our test group to validate our product design and business model assumptions. From there, we envision developing a MVP prototype that we can test with end-users and continue to iterate the product development process based on feedback.

The learning and applied business pathway for investment and impact readiness will align with EntrepreNorth's curriculum pathway that we use to support entrepreneurs to build self-sustaining business models, business growth and impact strategies. The Multi-Directional Business Compass framework offers entrepreneurs an Indigenous-centered way to think about business growth in a circular and holistic way. While our focus is to develop a business tool that is accessible and inclusive to Northern Indigenous entrepreneurs, we believe this tool will have broader appeal towards like-minded facilitators, entrepreneurs, mentors, and investors.

EntrepreNorth will need to recruit a Product Development Manager to lead the development and execution of the project and contract qualified UX/UI designers and App Developers to support the product development and coding of the EntrepreNorth App. We also foresee the need to consult with a lawyer to support us in the development of privacy and terms of use policies for the app.

### **Capacity**

EntrepreNorth empowers Indigenous entrepreneurs to build sustainable businesses and livelihoods across the North. Our purpose is to advance thought leadership on business education and financial practices that honours Indigenous knowledge systems, creates social change, and generates new economic pathways. Ultimately, our vision is to cultivate a Northern ecosystem of Indigenous leaders who are innovating solutions to strengthen economic resilience and community wellbeing for

generations to come.

Our primary activities, include:

- Indigenous-Centered Curriculum Design
- EntrepreNorth App Development
- Train-the-Trainer Program
- Cohort-Based Entrepreneur Growth Program
- Community-based Business Ideation Workshops
- Podcast Series: “Venture Out”
- Ecosystem connector and builder
- Hosting Networking and Pitch Events
- Investment-Readiness Support
- Northern impact fund design

EntrepreNorth’s team is composed of Indigenous and Northern-based professionals who are dedicated to offering innovative, high quality, and culturally relevant tools and services to entrepreneurs in remote Northern communities. Our diverse team has a strong mix of business, marketing, finance, facilitation and project management skills. Over the past four years of program delivery, EntrepreNorth has developed and deployed an Indigenous-centered business framework and approach along with its own design thinking tools that incorporate a lean startup methodology.

The EntrepreNorth team is also working in close collaboration with Brad Poulter as an Entrepreneur-in-Residence and the Owner of Barctic Technology – which is a Northern-based marketing and technology company that develops software solutions. He has worked with dozens of Northern entrepreneurs and companies to help them build technological capacity and systems to grow their online presence and market share.

As part of this project proposal, we are identifying the need to hire a Product Development Manager to lead and manage the execution of the app development project in the North.

### **Equity, Diversity, Inclusion and Reconciliation**

EntrepreNorth’s service offerings are built on the premise of economic reconciliation and economic inclusion of Northern Indigenous entrepreneurs. We primarily work with Northern Indigenous entrepreneurs across the North in all three territories with a particular focus on women and youth. Our approach is to make our programming barrier free with no education, financial or age requirements. We will draw upon our network of 100+ Northern Indigenous entrepreneurs to collect input and feedback on the design and usability of the business tool we want to create. Our intention is to

create an App that is designed to serve the needs of Northern Indigenous entrepreneurs and social innovators.

### Learning

We believe there is an opportunity to drive new insights into the following questions and challenges:

- How to build a better connection between learning entrepreneurs knowledge and skills and being able to apply that knowledge in real-time to a new venture
- How to create a stronger ecosystem of peer-to-peer and business support systems
- How to streamline the process of raising capital and reporting on impact
- How to effectively capture data that is secure and useful for decision makers

EntrepreNorth will endeavor to capture user data to provide insights into the usability of the tool and to report on relevant impact metrics.

## PART 4 - PROJECT WORK PLAN AND BUDGET

Please submit a **one-page work plan** with key milestones and their timeline. **Do not** include detailed activities at this time. If your proposal is selected, we will work with you to develop a detailed work plan.

The app development process of the EntrepreNorth Business Compass Tool will take an Agile methodology project approach to enhance flexibility and continuous feedback resulting in a quality sprint-based deliverables. The timeline follows a software development process with additional key milestones and contract hires. Following the Future Skills Center proposal, this project timeline will commence July 1st, 2022 and conclude September 30th, 2023.

Milestones	Timeline
Recruit and Hire a Product Development Manager	July - September 2022
Requirements: <ul style="list-style-type: none"> <li>● Define the problem; What</li> <li>● Determine requirements</li> <li>● Develop detailed project plan, scope, and operating costs</li> </ul>	September 2022
Analysis: <ul style="list-style-type: none"> <li>● Investigate problem; Why</li> <li>● Develop end-user customer persona maps</li> </ul>	October 2022

Contract UX/UI designer for app wireframes	October 2022
Design: <ul style="list-style-type: none"> <li>Carry out a design thinking process on how to meet requirements and objectives</li> <li>Undertake a customer discovery process validate and invalidate assumptions</li> <li>Finalize app design specs</li> </ul>	November - December 2022
Contract app development firm to build the app to the design specs	November 2022
UX/UI and App Development: <ul style="list-style-type: none"> <li>Develop a low fidelity prototype and conduct user testing</li> <li>Develop a mid fidelity prototype and conduct user testing</li> <li>Develop a high fidelity prototype and conduct user testing</li> </ul>	December 2022 - March 2023
Other Development Areas: <ul style="list-style-type: none"> <li>Develop privacy and terms of use policies</li> <li>Develop branding and marketing plan</li> </ul>	January 2023
Final Development and Testing: <ul style="list-style-type: none"> <li>Conduct end-user testing</li> <li>Implement changes and fix bugs based on feedback</li> <li>Finalize App for soft launch</li> </ul>	March 2023
Launch: <ul style="list-style-type: none"> <li>Soft Launch</li> <li>Prepare for Hard Launch</li> <li>Launch the EntrepreNorth App</li> </ul>	April 2023 May 2023
Maintenance: <ul style="list-style-type: none"> <li>Ongoing Product Hosting, Updates, Security Audit and User Management</li> </ul>	May - September 2023

Please complete the project budget template provided to you as part of the application material.

- a. If applicable, identify funding pending or confirmed for this project from other sources. **This funding should be included as in-kind contributions. (Please note that funding from other federal sources cannot be counted towards in-kind contributions)**

Please submit your work plan and budget by sending these files, along with this completed form, to [strategicinitiatives@fsc-ccf.ca](mailto:strategicinitiatives@fsc-ccf.ca).

You may use the space below to provide any comments to accompany your work plan and/or budget.

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(100 words maximum)

## **PART 5 – EDI & RECONCILIATION**

We prioritize applications that value and embody the concept “nothing about us without us” within their organizational structure and programming.

- Please describe the demographic makeup of your staff and board.
- How are individuals representative of the population(s) you’re seeking to serve involved in the project leadership, decision-making, and delivery of your project?
- How will you ensure that these principles are integrated into your work?

EntrepreNorth Advisory Team is composed of 67% Indigenous and Women members with at least one representation from each of the three territories. We also have one advisor who is a cohort alumni.

The EntrepreNorth team is composed of 67% Indigenous, 83% women, 50% youth, and 17% LGBTQ2S+ peoples. All of EntrepreNorth’s team members have experience living and working in rural, remote and Northern communities.

The product design and user testing will center the experience of Indigenous entrepreneurs who want to develop and grow a business in the North. We will engage our network of 100+ Northern Indigenous entrepreneurs to provide input and feedback throughout the product development process.

Throughout the project, we follow the EntrepreNorth guiding principles (1) Seek resonance in life and business - we practice mindfulness and focus on solutions that hold purpose and meaning and (2) Create value to share with others - we make offerings that produce sustainable value by using resources wisely.

(500 words maximum)

## **PART 6 - DECLARATION**

By submitting an application, the lead organization and its partners affirm that they comply with and/or commit to the following:

- Organizational eligibility<sup>1</sup>

- Active support for co-creating and carrying out an evaluation with an FSC-approved evaluator, if FSC decides an evaluation is appropriate for this project
- Active engagement in knowledge mobilization activities related to the project
- Compliance with the Tri-Council Policy Statement on the Ethical Conduct of Research Involving Humans<sup>2</sup>
- Abide by confidentiality standards<sup>3</sup> and due diligence inquiries from Future Skills Centre into the applicant<sup>4</sup>

**Signature**

<p>DocuSigned by: <i>Stacey Berisavac</i> 1030E906420649C...</p>	<p>DocuSigned by: <i>Danae MacLean</i> DD46F93D8E8F4EF...</p>
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**Name of signing authority**

Stacey Berisavac, Interim Director, Shared Platform

Danae MacLean, Director II, Finance

**Date**

June 23, 2022 | 11:00 AM PDT

June 23, 2022 | 4:19 PM PDT

<sup>1</sup> **Organization eligibility:** Applications may be submitted by a sole organization, or a partnership/consortium of organizations, including: 1. Legally incorporated not-for-profit organizations, including not-for-profit social enterprises and registered charities; 2. Publicly funded post-secondary institutions; 3. Industry associations; 4. Professional associations; 5. Indigenous organizations that are a legal entity 6. Municipalities or district social services administration boards 7. For-profit organizations (provided the project is undertaken at cost, with no mark-ups or profit incorporated); 8. Individual persons. The following types of organizations are not eligible to apply: 1. Provinces or territories; and Federal government bodies. For applications with multiple partners, one organization must be identified as the lead applicant for the purpose of signing the funding agreement, receiving and managing the funds, ensuring coordination of project parties and activities, and communicating with the Centre regarding the status of the project on behalf of all partners. The lead organization must be a Canadian entity. All participating organizations must be eligible as set out above.

<sup>2</sup> **Tri-Council Policy Statement:** The Tri-Council Policy Statement (TCPS 2) is a Canadian Government policy statement that sets ethics standards for conducting research on human subjects. All funded projects must comply with the guidelines set out in TCPS 2 and must be approved by a qualified research ethics board if required by those guidelines. Organizations that do not otherwise have an internal research ethics board may utilize the services of the Ryerson University Research Ethics Board to obtain approval. All such approvals must be obtained prior to the commencement of the project.

<sup>3</sup> **Confidentiality:** Hosted by Ryerson University, the Future Skills Centre is subject to the Freedom of Information and Protection of Privacy Act (FIPPA). The act provides every person with a right of access to information in the custody or under the control of the Ryerson University, subject to a limited set of exemptions. Section 17 of the act provides a limited exemption for third-party information that reveals a trade secret or scientific, commercial, technical, financial, or labour relations information supplied in confidence where disclosure of the information could reasonably be expected to result in certain harms. Any trade secret or any

scientific, technical, commercial, financial, or labour relations information submitted to the Future Skills Centre in confidence should be clearly marked as such. The Centre will provide notice before allowing access to a record that might contain information referred to in s. 17 so that the affected party may make representations to the Centre concerning disclosure in accordance with FIPPA.

<sup>4</sup> **Due diligence:** Future Skills Centre reserves the right to conduct thorough due diligence on shortlisted projects invited to submit a full application. Due diligence will include a review of the lead organization's financial health and funding sources, the project's management team, operational plans, and existing resources. FSC will also conduct reference checks and will reach out to provincial/territorial governments in those jurisdictions where activities would be undertaken to provide them with advance notice of the shortlisted projects to ensure they address local needs and complement existing initiatives. It is the responsibility of any potential recipient of FSC funds in Quebec to determine if the Ministère du Conseil Exécutif (M-30) applies to them. Any entity that is subject to the act is responsible for obtaining the necessary authorization prior to the conclusion of the agreement. The Centre will abide by the determination of the recipient whether they require an M-30, and will allow a reasonable amount of time for the Quebec proponent to obtain the authorization from the Government of Québec, should it be required. FSC will work with successful proponents to establish project agreements. As the host organization for the Centre, all project agreements will be made with Ryerson University.