

MEDIA BRIEF

WindsorEssex Small Business Centre - 2018 Summer Company Program

SUMMER COMPANY OVERVIEW:

Summer Company is an exciting opportunity for full-time students, 15 to 29 years old, to explore entrepreneurship hands on. Applying for Summer Company is a competitive process as space is limited and the program reaches capacity quickly. Students who are accepted receive up to \$1,500 to put towards the costs to start and run their own summer business. A second award of up to \$1,500 is available to the students upon successful completion of the program. With hands-on business coaching, training and mentoring, Summer Company helps turn ambitious students into entrepreneurs.

Summer Company is administered by the WindsorEssex Small Business Centre in partnership with the Ministry of Economic Development and Growth.

2018 WINDSOR-ESSEX SUMMER COMPANY STATS:

- 31 Submissions from across the W-E Region
- 19 students approved

Students were required to attend a full-day of training and orientation on June 29, 2018. As well, it is mandatory that students attend bi-weekly mentor sessions facilitated by the Small Business Centre and led by business professional and entrepreneurs from across the region.

- All training and mentor sessions were held at the Small Business Centre, 700 California Ave., Board Room

Topics included: Business Management, Social Media and Marketing Strategies, Identify Your Customer, Operations, Inventory, and Process Flow Diagram, Sales/Pitch Techniques, Leadership and Business Communications, Financial Planning

- Meet and greet with speakers, mentors and entrepreneurs
- Mentors are members of the local business and professional community with business experience who volunteer their time to support the student entrepreneurs in their business venture by providing them with guidance, advice and motivation.

The following mentors participated in the 2018 Summer Company Program:

- Hanlu Li and Dominik Skrzypek - Ani and Fabi Baking Kits
- Chris and Kaitlyn Courey - Dan's Nautical Shop and Simply Swimwear
- John Dobrowsky, Dobrowsky Consulting Inc. – Sandler Training
- Spencer Maxwell, Entrepreneur, Graduate Student and Consultant for Coffee Booster
- Wes Langlois, Financial Planner
- Summer Company graduates from 2017 - Adam Hyslop, Owner, of ShowBoat Cleaning Services and Rachel Barrette, Owner, of Sip de Soleil also mentored the 2018 students.

ABOUT- www.windsorsexsmallbusiness.com/summercompany