

What is BizSmartz?

BizSmartz Self-Employment Benefit program provides eligible, qualified individuals with the tools and personal development to:

1. Research and write a Business Plan.
2. Start a business.
(or become self-employed).
3. Run a business.

What our Clients are saying:

"This program is such a wonderful opportunity for anyone wanting to start a business. You receive the tools, support and guidance needed to be successful." - Michelle, Group 1

"I think the program set-up and people running the BizSmartz program have been very beneficial and supportive to my business start-up experience. I would highly recommend it." - Amanda, Group 4

"I can't imagine anyone not wanting to take full advantage of the whole program. I feel so fortunate to have been chosen to participate." - Marlyn, Group 2

"Absolute necessity in helping individuals start their own business." - Drago, Group 4

To apply for entry into the BizSmartz program, you must be referred by an Employment Assessment Centre.



This program is funded by Employment Ontario, and delivered by YWCA Hamilton in partnership with The Entrepreneurial Edge Inc.



The Entrepreneurial Edge Inc.

Be your own Boss

The Dozen D's of Success in Business

You must

- ... have a **Dream**.
- ... be **Determined** to succeed.
- ... know the **Direction** you are going.
- ... pay close attention to the **Details**.
- ... understand the **Dollars** and have the ability to obtain and manage the cash flow.
- ... be able to make **Decisions** and be accountable for the outcomes.
- ... know when and how to be a **Diplomat**.
- ... understand the **Demographics**.
- ... be **Dependable**.
- ... **Do** what you say you will, when you say you will.
- ... remember, you **Deserve** all of the benefits your hard work has brought you.
- ... never **Doubt** yourself.

For further information, contact:



YWCA Hamilton BizSmartz Self-Employment Benefit Program

75 MacNab Street South
Hamilton, ON L8P 3C1
905.522.9922, ext. 141

www.ywcahamilton.org

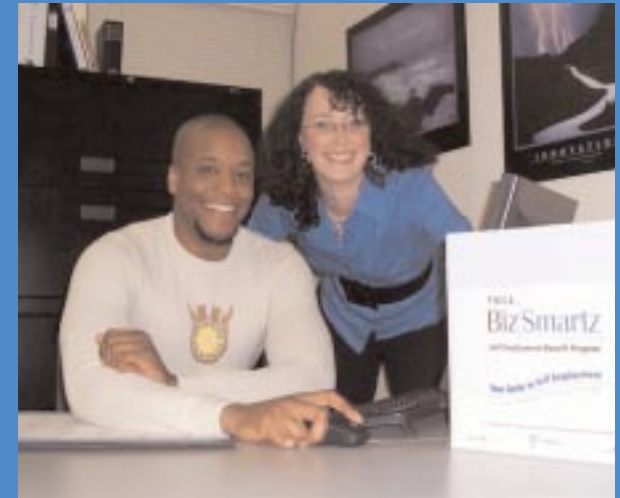


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YWCA

BizSmartz

Let our expertise be your advantage!



A Self-Employment Benefit Program



Funded by Employment Ontario,
Delivered by YWCA Hamilton in partnership with The Entrepreneurial Edge Inc.

Do you want to work for yourself?

Do you have a business idea?

Do you have the necessary skills in that field?

Are you willing to take risks?

Are you a self-starter?

Are you interested in receiving business skills training and support?

If you answered "YES" to the above six questions, the BizSmartz program may be for you!

To be referred to our next BizSmartz Orientation Session, contact one of the Hamilton Employment Assessment Centres:

East Hamilton:
VPI Assessment Centre
211 Centennial Parkway North, Unit 2B
905-573-3456

Hamilton Mountain:
VPI Assessment Centre
7- 1024 Upper Wentworth (across from Limeridge Mall)
905-385-8800

Intro Biz Workshop

The Intro Biz Workshop is a half-day session to help you complete your preliminary market research. You will learn how to determine your target market, and to identify and analyze your competitors. Following the workshop, you will have five to seven days to complete your application and submit it to the BizSmartz SEB program.

Presentation of your Business Idea

Consider this your first sales call!

All applicants will make a 10-minute presentation to a panel of two to four people.

Your presentation should describe your business idea and why you think it will be successful. Following the presentation, members of the panel will ask you questions for up to 10 minutes.

The panel will make a recommendation concerning your acceptance into the BizSmartz program and you will be notified of the decision within 10 business days.

What is involved in the BizSmartz Training:

- 2 weeks of business skills and business plan development
- Traditional and technology-based learning
- One-on-one business counselling
- Graduation and Certificate of Completion issued by BizSmartz, YWCA Hamilton and The Entrepreneurial Edge Inc.

Here's what you'll learn...

Business Skill Development, including:

- Customer Impact
- Personal Financial Management
- Market Research
- Targeting Your Market
- Advertising and Promotion
- Business Planning
- Recordkeeping
- Effective Business Communications
- Internet Research Basics
- Legal Issues
- Costing and Pricing
- Cashflow and Budgeting
- Negotiating
- Sales

Ongoing Mentoring and Business Counselling, Including:

- Monthly one-on-one Business Counselling sessions with assigned business counsellor
- One visit to your location during first three months
- Additional business workshops and networking opportunities
- Access to business resources, such as computers and fax machines
- Access to on-line business training and resources (exclusive to program clients)

