



Summary Report presented to Regional Oversight Committee

August 15, 2017

2017 Key Performance Indicators (January-June 2017)

| 2017 Strategic Focus | KPI target for 2017 | January-June Results |
|--------------------------------------|--|------------------------|
| Potential Entrepreneurs | 750 students and young people reached | 542 |
| Start-Ups and Existing Entrepreneurs | 20 startups 40 jobs | 16 startups 22 jobs |
| High Potential Business | 500 new and retained jobs | 427 jobs |
| External Investors | 250 new jobs | 189 jobs |
| Overall | 75% of objectives and workplan delivered | On track |

Pipeline to Growth



Potential Entrepreneurs

KPI Criteria: To track the number of individuals, (students, young entrepreneurs, etc.) who have received formal training through an education program presented by or partnered with Enterprise Saint John.

| 2017 Strategic Focus | KPI target for 2017 | Q2 YTD Results |
|-------------------------|---------------------------------------|----------------|
| Potential Entrepreneurs | 750 students and young people reached | 542 |

Highlights

- **168 students** from 5 high schools ran 113 businesses for local Campus Markets. Generated \$13,000 in sales and \$7,000 in profit.
- **5 students** from NBCC carpentry program attend 'Are You Ready to Start a Business' workshop.
- **23 students** from Bayside Middle School develop an app to help Saint John Food Basket with food donations. Won BMO Financial Group National Student Innovation Award (based on impact on school/ community).
- **10 entrepreneurs** complete the Kickstart Your Business Program.
- **74 students** from Southern New Brunswick competed in PitchFest where they learned to deliver a business pitch and competed to deliver the best product pitch to guest judges and ultimately their peers.
- **34 high school students** participate in Youth PreLoaded Clubs and participated in events such as the UNBSJ High School Coding Competition
- **22 NBCC students** present business ideas in a Dragon's Den format.

Start-Ups & Existing Entrepreneurs

KPI Criteria:

Startups: To track the number of new businesses started up as a direct result of coaching, mentoring and/or funding activity by Enterprise Saint John. A new business start-up is counted as of the date that the business is officially incorporated or registered to operate a business in the Saint John region.

Jobs: To track the number of new full-time equivalent (FTE) jobs created by start-up businesses in the first twenty-four months of operation for those businesses started up as a direct result of coaching, mentoring and/or funding activity by Enterprise Saint John.

| 2017 Strategic Focus | KPI target for 2017 | Q2 YTD Results |
|--------------------------------------|------------------------|------------------------|
| Start-Ups and Existing Entrepreneurs | 20 startups 40 jobs | 16 startups 22 jobs |

Highlights

- **14 startups** funded by Seed Loan Program for a total value of \$260,000 in first two quarters.
- **6 companies** successfully completed 13-week Venture Validation Program in Spring 2017.
- **2 Venture Validation Program graduates** have legally registered their business and acquired first customers.
- **7 high potential technology companies** currently enrolled in Incubator program
- **72 hours of business mentoring** provided to high potential companies by Entrepreneur in Residence, Dan Doiron
- **6 Saint John companies** sponsored to attend Startup Fest in Montreal Quebec, July 13th – 16th

Companies who have received SEED Loans

| |
|--|
| Busy Day Cooking and Catering |
| Canvas and Cocktails |
| Cowan Construction |
| Ever After Bridal Boutique |
| Knuckle Down Studios |
| Momentum |
| Nobel Exotic |
| Pangea Spa |
| qCheeza |
| Resonance Inc |
| Rogue Coffee Company |
| Stephen Chase Professional Corporation |
| Summer Set Eye Clinic |
| The age Friendly Innovation Group Inc. |

Companies who have received business mentoring

| |
|-------------------------|
| Break the Barricade |
| Busy Day Chefs |
| dGreif |
| Donair products |
| Ehey |
| Empress of Inspiration |
| ESL Café |
| Fishy bill |
| Four Eyes Financial |
| Lettuce Turnip The Beet |
| Night Puck Tech |
| Orig1n Creative Studios |
| Paint Brush Cover |
| qCheeza |
| Qpros |
| Sensory Friendly |
| Simply Stylish |

Existing Businesses

KPI Criteria: To track the number of new or retained full time equivalent (FTE) jobs created by existing businesses in the first calendar year of operation. FTE positions are a direct result of coaching, mentoring, funding and/or other activity by Enterprise SaintJohn

| 2017 Strategic Focus | KPI target for 2017 | Q2 YTD Results |
|-------------------------|---------------------------|----------------|
| High Potential Business | 500 new and retained jobs | 427 |

External Investors

KPI Criteria: To track the contribution that ESJ staff make to the regional economy by helping companies new to the region establish new businesses area and in the process, create new employment opportunities. Companies included in this KPI are new businesses that ESJ has provided support to in the form of information, introductions, advice or any other services necessary to help them locate in the region.

| 2017 Strategic Focus | KPI target for 2017 | Q2 YTD Results |
|----------------------|---------------------|----------------|
| External Investors | 250 new jobs | 189 |

Highlights of Existing/External Businesses

| Sector | % of Total |
|---------------------|-------------|
| Bus. Service Center | 62% |
| Energy | 20% |
| IT | 9% |
| Manufacturing | 3% |
| Prof. Services | 3% |
| Retail | 3% |
| Total | 100% |

Notes:

Trends based on sampling of ESJ clients/partners.
Not based on overall Saint John economy.

- **Business Service Centers** continue to bring job growth to the region
- **Energy sector** jobs continue to be a key contributor to job growth in the region.
- Several **IT companies** showing strong job growth with high quality jobs

Summary:

- ESJ client companies share significant confidential information with ESJ including new jobs data.
- These companies share this information based on a trusted relationship where confidentiality is paramount.
- Any job number ESJ receives is based solely on companies willingness to share new job information.
- In many cases there is a reluctance to give this information based on confidentiality and competitive concerns.
- ESJ does not provide incentives to companies and they are not required to share information.

Gaps & Opportunities

Business Problem: Saint John region has a significant number of skilled jobs that are going unfilled. Companies are experiencing many difficulties finding talent for these jobs.

- We are attempting to do something new to alleviate the gaps. Proposed method is new and innovative in a *collaborative forecasting model*
- Benefits of compiling data through this model include:
 - a) It would give us a comprehensive snapshot of the gaps and opportunities in this area
 - b) It would allow us to be in a better position to attract new skilled immigrants
 - c) It would greatly assist educational partners with intel for relevant program delivery
 - d) Short term goal to build pilot in the Saint John region and if successful expand throughout NB.

Current Strategic Partner Investors (2017)

| | |
|-----------------|-----------------------|
| Bell Aliant | Irving Oil Ltd. |
| Aluma | J.D. Irving, Limited |
| Bird | |
| Construction | OMG - Owens |
| Brunswick | McFadyen Group |
| Square Hotel LP | Revolution Strategies |
| Cox & Palmer | Saint John Energy |
| East Point Inc. | Scotiabank |
| Emera | Downey Ford |
| Innovatia | |

*\$ 184,000 of \$250,000 target reached