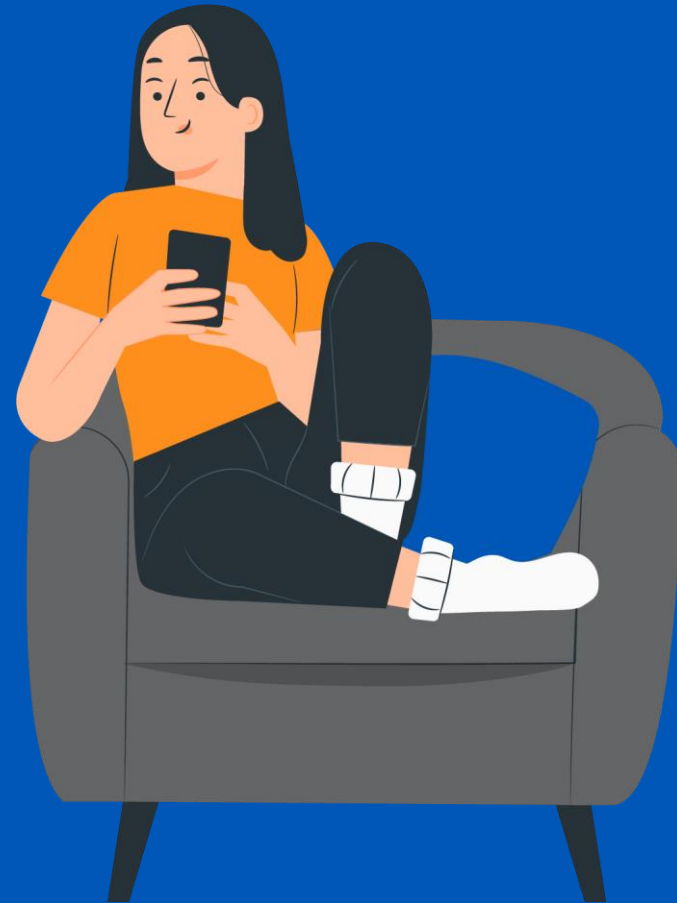


Business Link Indigenous Services



BUSINESSLINK
Indigenous Services 

Who We Are

Alberta's small business hub

- Business Link is a non-profit organization funded by the Government of Canada and the Government of Alberta
- Helping Alberta small businesses start and thrive since 1996
- We serve all aspiring and established small business owners in Alberta, with specialized services and programs for Indigenous and immigrant entrepreneurs

Who We Help

We help Alberta small businesses in any stage of business and customize supports to meet their specific needs

- Start
- Run
- Thrive



What We Do



Business Advice

One on one advice, business coaching, and connection to the most relevant resources and support within the business community



Business Education

Live webinars and virtual workshops, downloadable guides, on-demand videos, networking events and opportunities, weekly newsletters, and blogs



Business Support Services

Secondary market research, an Interactive Business Plan Builder, business plan reviews



Immigrant Entrepreneur Program

We develop and create a supportive business environment across Alberta that allows immigrant-owned small businesses to thrive

- One-on-one advice, guidance, and support
- Immigrant entrepreneur checklists and guidebooks
- Capacity-building training for immigrant business and service providers



Indigenous Services

From startup to expansion, our resources are tailored to meet the unique needs of our Indigenous clients

- One-on-one advice and guidance
- Indigenous business workbooks:
 - Business Planning Guidebook and How to Become an Independent Contractor
- Educational Videos for Indigenous entrepreneurs
 - Finding Contract Opportunities as an Indigenous Business
 - Steps to Starting a Business as an Indigenous Entrepreneur
- Information on funding programs for Indigenous entrepreneurs, such as:
 - IBC (Indian Business corporation), AIIC (Alberta Indian Investment Corp), IWE (Indigenous Women Entrepreneur Program), Community Futures Treaty Seven(Treaty 7 area), Futurpreneur (ages 18-39), AWE (Alberta Women Entrepreneur), BDC (Business Development Bank of Canada)
- Indigenous small business workshops and training in communities

Specialized Indigenous Workshops

Indigenous Business Planning Series

Business Link Indigenous Services offers business plan series workshops to Indigenous communities and relevant organizations and institutions

What we do:

Utilizing our 80 page Indigenous Business Planning Workbook as a tool

Administer 6 workshops that go in conjunction with the Indigenous Business Planning Workbook. Workshops run an average of 2 hours per session for a total of 12 hours of programming

Participants finish the series with a completed Indigenous Business Planning Workbook

#IndigenousMade



The Indigenous Made campaign will help Indigenous businesses showcase their products and services to the general public, with the goal of increasing awareness. This new logo is to help businesses proudly self identify as Indigenous made.

Sponsored by the Ryerson University Diversity Institute and HSBC A13 Initiative.

Support Local AB Directory

The Support Local AB business directory celebrates small business and diversity in entrepreneurship across Alberta.

Local businesses can reach new customers, get marketing exposure, and improve their online presence.

SupportLocalAB.ca



Business Link Online Resources

Small Business Guides

- Small Business Start-up Guide
- Small Business Financial Guides
- Small Business Marketing Guides

Small Business Basics Videos

- Business Planning
- Business Structures
- Market Research
- Financial Management
- Marketing



Client Features

Deborah Greene – Corporate Cree Consulting

Melrene Saloy Eagle Speaker – Native Diva Creations

First Nations beaded jewelry and accessories

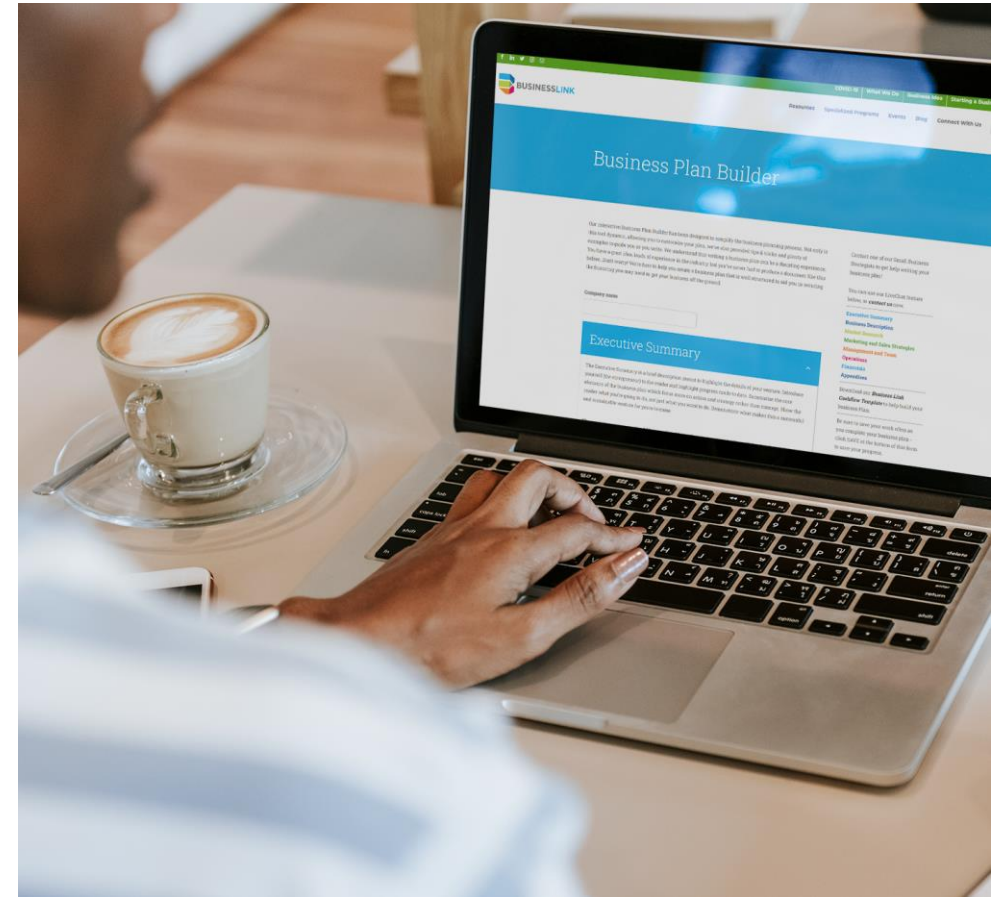
Joel English-Dubois – Blue Ring Media

Digital and traditional marketing services

Interactive Business Plan Builder

Writing a compelling business plan just got easier.

The interactive Business Plan Builder provides users with step-by-step guidance and support when it comes to putting together a business plan.



Indigenous Business Development Services Updates

[Business Link Indigenous Services Facebook Page](#)

[Business Link Indigenous Services Facebook Group](#)

[Business Link Indigenous Services Website](#)

Events

[Business Link Indigenous Events](#)



Upcoming programs

Peerpreneur Sessions

- Indigenous entrepreneurs will have the opportunity to participate in live, peer-to-peer virtual group discussions over a 4-week period.
- Foundation workshops

*More Information will be available in our next newsletter

Partner Programs

Digital Economy Program (DEP)

The program consists of 2 parts:

1. Digital Service Squads that guide businesses through digital transformation and
2. ShopHERE powered by Google that guides businesses through launching and managing their online stores.

Small businesses can apply to participate in one or both streams, free of charge.

Visit dep.businesslink.ca to learn more.



Funded by:



With the support of:
Prairies Economic
Development Canada



Partner Programs

Canada Digital Adoption Program (CDAP)

As part of CDAP, the Grow your Business Online grant helps small businesses take advantage of e-commerce opportunities.

- Participants access a network of e-commerce advisors for advice and support
- Obtain up to \$2,400 to buy new e-commerce tools

Visit businesslink.ca/cdap to learn more.

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