

The Big Business of Small Business

Supporting Entrepreneurs in the Public Library

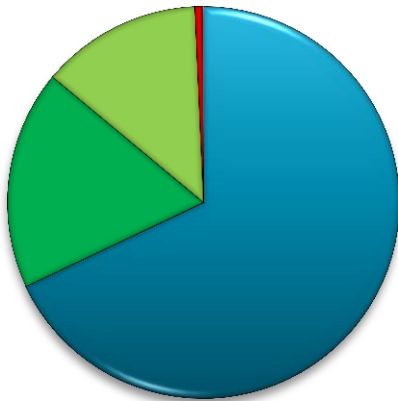
Julia Harrington, Career and Small Business Librarian
Calgary Public Library

Agenda

- ▶ Small Business and Self Employment in Canada
- ▶ Entrepreneurs and their Information Needs
- ▶ Quality Information Services for Entrepreneurs
- ▶ Library Programs for Entrepreneurs
- ▶ Community Partnerships
- ▶ Community Outreach
- ▶ Community Impact

(Not So) Small Business in Canada

Canadian Businesses (3.93 million)¹



- Non-Employer Businesses (0) – 68%
- Small Businesses – Micro (1–4) – 18%
- Small Businesses (5–99) – 13%
- Medium Sized Businesses (100–499) – 0.01%
- Large Businesses (500+) – 0%

Fast Facts

- Small Businesses can be defined in numerous ways. Statistics Canada defines a “small business” as having 1–99 employees.²

Small Businesses...

- **98% of Canadian Private Employers³**
- **Employ 67% of Employees (of private enterprises)³**
- **Enterprises with 0–49 employees are responsible for 30% of Canada’s Gross Domestic Produce (GDP)²**

¹ *Canadian Business Counts*, June 2016 – Tables: 553–0004, 552–0004. Statistics Canada.

² *Key Small Business Statistics*, June 2016, Statistics Canada.

³ *Labour Force Survey Estimates*, 2016. Table: 282–0076. Statistics Canada



Self-Employment in Canada

en · tre · pre · neur · ship

,äntrəprə'nər,SHip/

noun



“...enterprising human action in pursuit of the generation of value, through the creation or expansion of economic activity, by identifying and exploiting new products, processes or markets.”

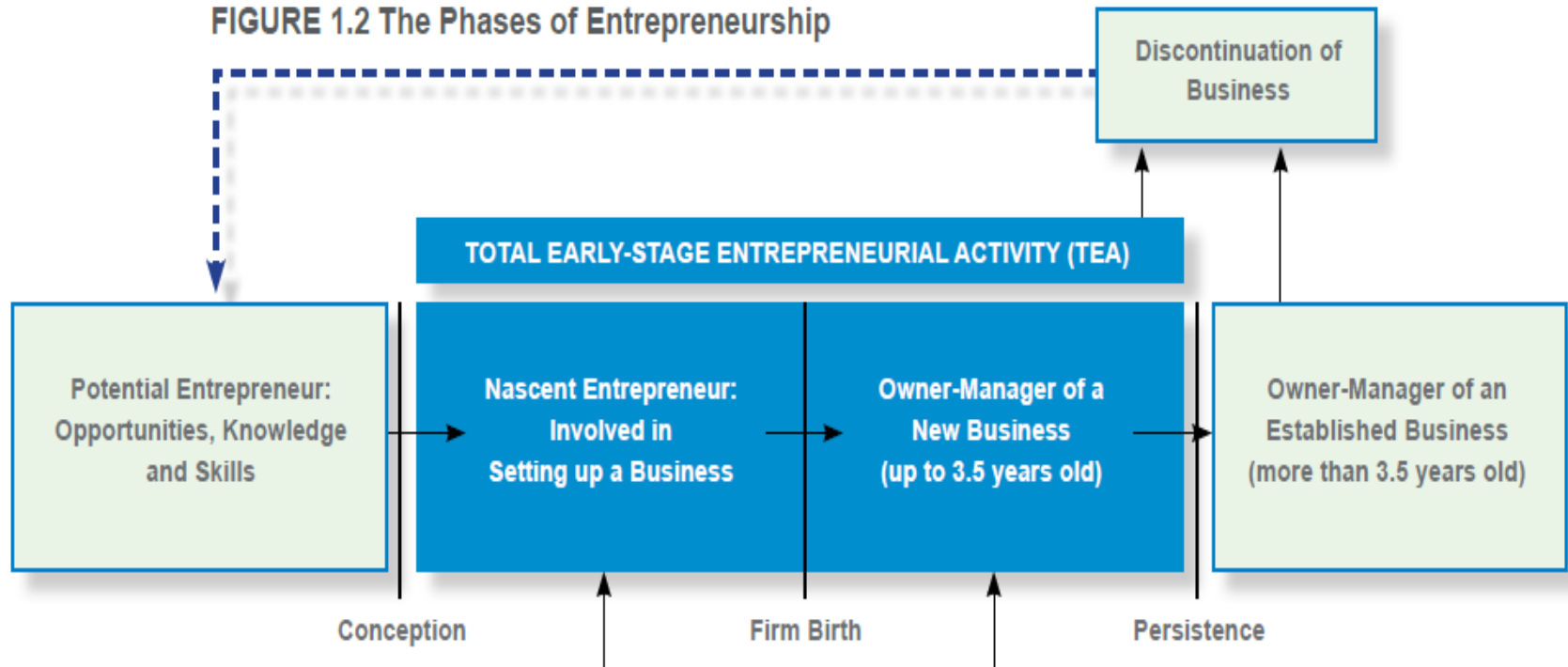
~ OECD and *The State of Entrepreneurship in Canada*, 2010, Industry Canada

What is an entrepreneur?



Phases of Entrepreneurship

FIGURE 1.2 The Phases of Entrepreneurship

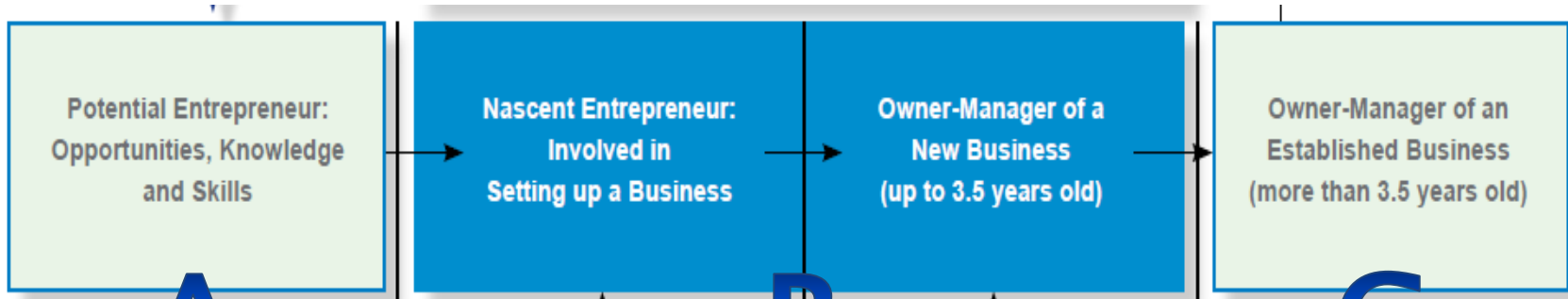


~ 2015 GEM Canada National Report

Community Poll



Which is your largest audience group? (Business programs and services)



A

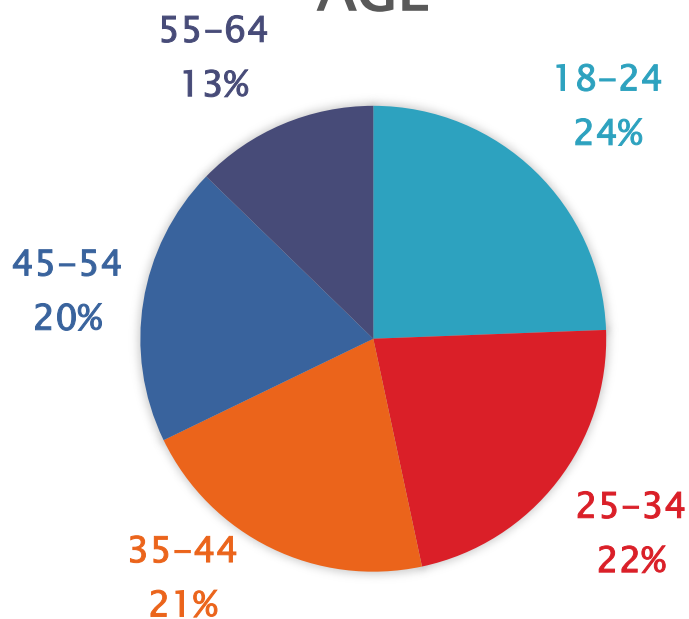
B

C



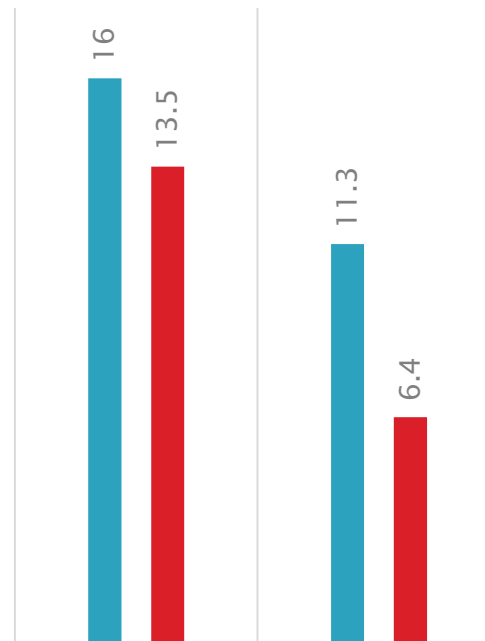
Early Stage Entrepreneurs

AGE



GENDER

Male Female



EDUCATION

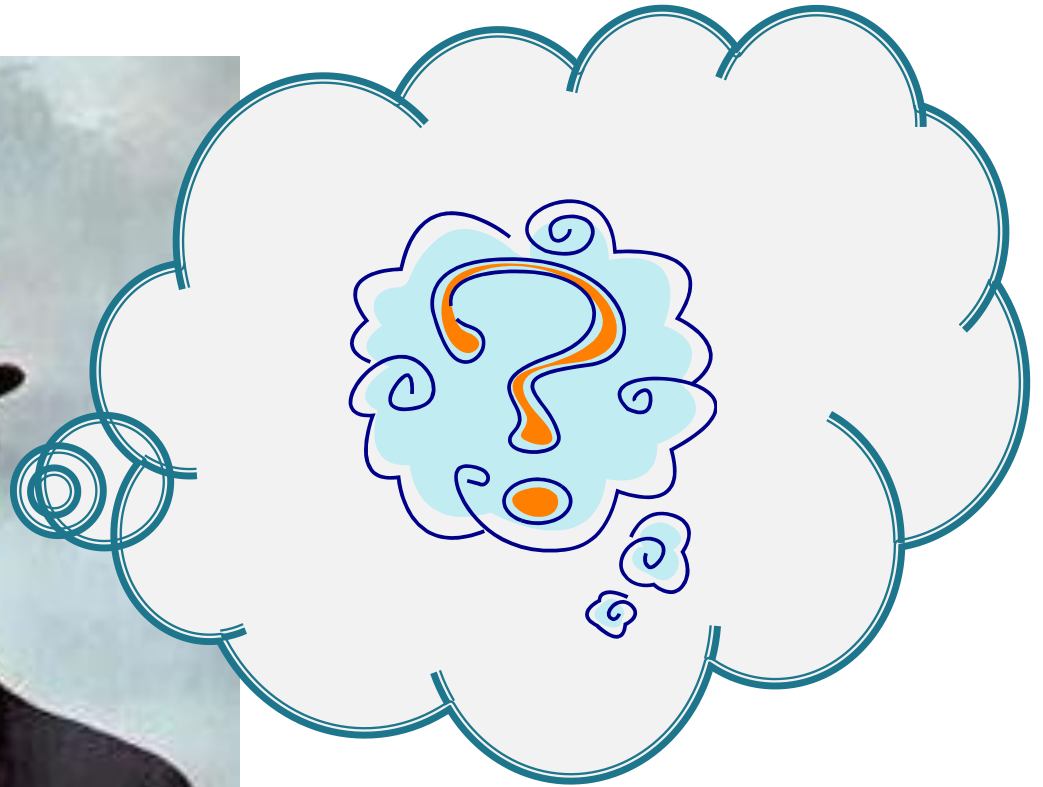
Post. Sec. Degree
Some Post. Sec.
GED
Some Sec.



EARLY STAGE ESTABLISHED

EARLY STAGE ESTABLISHED

Library Business Patrons?



Library Business Patrons

OPEN



yoga studio – food truck – oil and gas consultant – Kombucha manufacturer – selling to stores – home renovation contractor – franchise owner – management consulting – importing handicrafts (scarves, etc) – dental laboratory – e-commerce, make up brushes and accessories – online cosmetics website for minorities – civil engineering – painter/construction – technical writing – international real estate/trade – reno/construction – coffee cart – pharmacy – construction – pet food supply store – speed dating service – holistic wellness – tech app for oil and gas – marketing/strategic software – business center enterprise – daycare – videographer – VOIP provider – oil and gas equipment manufacturing – caregivers for elderly – telephony – psychic, spiritual guidance – esthetician – retailer for t-shirt, hoodies – electronic dance – t shirt line – online marketing – hockey skates invention – apps for engineers – onsite apparel – jewellery design and retail – graphic design and photography – coffee shop/restaurant with playground (ex. Chuck E Cheese) – HR and Management consulting – online rating site – Bringing sauces to market, food processing industry – carpentry, finished cabinets – perfumery – vintage e-retail – software developer – human resources consultant – restaurant – day home – bakery – fish importer – salon

Wide Variety of Business Ideas

So what do Public Libraries offer Entrepreneurs?



Info/Education
Resources



Information
Support



Research/Tech
Training



Biz Education
or Networking



Meeting
Spaces



Office
Equipment/
Supplies



Innovation
Supports



Expert Advice
(ex. Consult.)

Information Services



Entrepreneur Information Needs



| Potential Entrepreneurs | Nascent Entrepreneurs, Setting up | Owner – Manager of a New Business | Owner–Manager of an Established Business |
|---|---|--|--|
| <ul style="list-style-type: none"> • Business Idea/Product Coaching • Self–Assessment • Info on how to start and run a business • Business planning or modelling • Financing | <ul style="list-style-type: none"> • Info on how to start and run a business • Product to market • Business planning or modelling • Financing • Sales • Suppliers | <ul style="list-style-type: none"> • Info on how to run a business • Financing • Sales • Product to market • Suppliers • Networking | <ul style="list-style-type: none"> • Info on how to run a business • Financing • Business planning IF needed for financing • Sales • Networking • New ventures |
| Info on How to Start or Run A Business Examples may include: <ul style="list-style-type: none"> • Registration, Licensing/Regulations, IP, Business Structures, Taxes, Legal Issues, Employment, Contracts (Ex. Lease), sales, marketing, suppliers, financials, etc | | Business Planning or Modeling Examples may include: <ul style="list-style-type: none"> • Industry Research, Market Research, Competitor Research, Competitive Positioning, Marketing, Operations, Financials, etc | |

Key Resources



| Public Library Resources | Free Online Resources | Community Resources |
|--|---|--|
| <p>Print:</p> <ul style="list-style-type: none">• ‘How to start a..’ Books• General Business Books• Industry Specific Books• Corporate Manuals• Industry Directories• Industry Magazines <p>Electronic Databases:</p> <ul style="list-style-type: none">• Company Directories• Company Research• Business Literature, particularly: Canadian Industry & Market Research Reports• Canadian Demographics• Newspaper/Magazines• Business E-Books• Industry E-Magazines | <p>National:</p> <ul style="list-style-type: none">• Statistics Canada• Innovation, Science and Economic Development Canada (Industry Can.)• Federal Ministries/Serv.• Canada Revenue Agency• Canadabusiness.ca• NAICS codes <p>Provincial:</p> <ul style="list-style-type: none">• Provincial government• Business Info. Services <p>Local:</p> <ul style="list-style-type: none">• City websites• CED orgs, Chambers <p>Industry/Non-profit:</p> <ul style="list-style-type: none">• Associations• White papers | <p>Government:</p> <ul style="list-style-type: none">• Business Information Serv. (ex. Can. Business Ontario)• Sm. Bus. Enterprise Centres• Business Advisory Serv.• Employment Centres• Accelerators <p>Non-profit:</p> <ul style="list-style-type: none">• Local CED/Start-Up Orgs.• National business supports (ex. Futurpreneur) <p>Business associations:</p> <ul style="list-style-type: none">• Chambers of Comm.• Provincial Business Assoc. <p>Universities/Colleges:</p> <ul style="list-style-type: none">• Academic Libraries• Campus Accelerators• Innovation Centres |

Providing Information Support



Information
Consultation



Information
Desk



Email/Phone/
Chat



In the Library



Program/
Outreach



Social Media

Information Consultations

Request/ Schedule

- Patron Requests Information Support
- Schedule A Convenient Time/Method, Confirm Details

Refer. Interview

- Meet/Greet + Reference Question Sheet (if applicable)
- Context (Business, Phase, etc) + Business Questions/Needs

Inform

- Provide resources and tactics to answer their business needs and questions. Act as an ambassador. Promote the library.

Follow Up

- Enter Consult Statistics
- Follow up email with (additional) info + gentle promotion
- Friendly invitation to return for more help, ask for feedback

*Handouts: Patron Consult Form, Patron Consult Evaluation

Policies



No Business
Advice



E-Resource
Policies



A low-angle, close-up shot of a person's legs as they ascend a modern staircase. The person is wearing a dark, knee-length skirt and black high-heeled shoes. The staircase has a glass railing and a light-colored, textured carpet. The lighting is bright, creating a professional and aspirational atmosphere.

Entrepreneur Profile

“High-Tech Mom-preneur”

Community Share



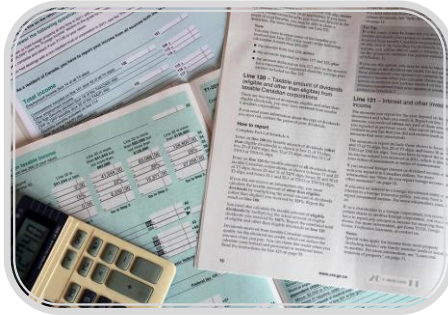
Turn to your neighbour. Share an experience with an entrepreneur (preferably a library information experience). **What can your experience tell you about entrepreneurs and their information needs?**



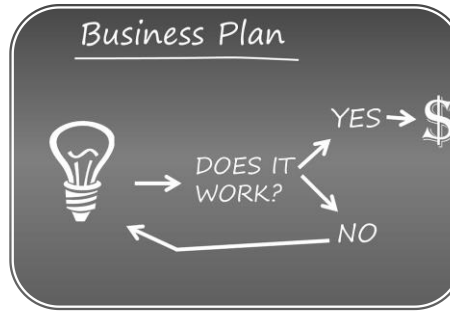
Library Programs



Library Programs



Small Business
Info Sessions



Self-Employment
Workshops



Library Business
Research Classes



Business
Networking



Major Partnered
Events



Innovation
Programs

Business Information Sessions



SMALL BUSINESS TUESDAYS

Registration starts Monday, December 19.

All programs are **75 minutes**, start at **6:30 pm**, and take place at **Central Library**. See **Careers and Small Business** and **Idea Lab** for more entrepreneur-focused library programs. For additional resources for job seekers and entrepreneurs, visit librarybusiness.ca.

Business Advice from Futurpreneur

Join Futurpreneur as they share their passion for entrepreneurship and provide advice on how to start and expand a small business.

Tuesday, January 10

Six Steps to Grow Your Business

Turn your business from a job to an asset. Learn how to make more, work less, and plan better. In partnership with Business Edge Coaching.

Tuesday, January 24

Corporations

Learn about corporations - including what they are, how they function, and how to set them up appropriately. In partnership with Calgary Legal Clinic.

Library Business
RESEARCH
Classes



“Small Business Week”

Major Partnered Events

Community Share



Take out the community share sheet provided.
Write down ONE great public library program idea
for entrepreneurs.




Community Share



Place your great idea in one of the Calgary Public Library bags at the exits. Your great ideas will be shared on the conference website.



A close-up photograph showing several hands stacked on top of each other in a huddle. The hands belong to people wearing different colored shirts: a blue and white striped shirt, a bright blue shirt, a black and white plaid shirt, and a dark blue sweater. The hands are of various skin tones, suggesting a diverse group. The background is a plain, light-colored wall.

Building Effective Community
Partnerships

Finding Alignment



Know Your Community

Understand Local Entrepreneurs ~ Understand the
Local Entrepreneur Ecosystem

Know Yourself

What does the Library offer to
a) local entrepreneurs and
b) community partners?

What are your strengths,
weaknesses, and limits?

What is your brand?

What are your strategic
objectives?

Know the Opportunity

Alignment:

- Needs match each other's resources
- Shared Clients
- Shared Goals
- Brand Match
- Mutual Benefit

Know Your Partner

What does the Partner offer to
a) local entrepreneurs and
b) community partners?

What are their strengths,
weaknesses, and limits?

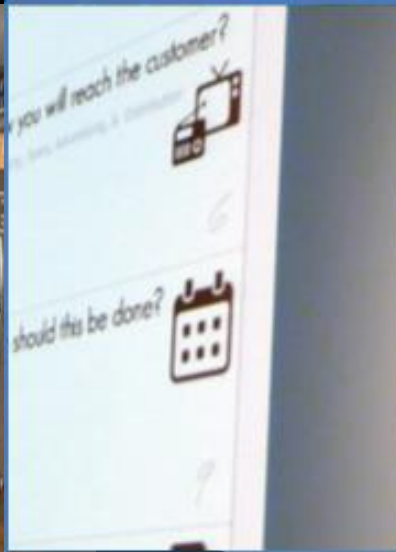
What is their brand?

What are their strategic
objectives?

A Challenge and an Opportunity



Networking Events



part · ner
'pärtnər/
noun



| Potential Partner | Example |
|--|-----------------------------|
| • Government Business Info and Resource Supports | Can. Business Ontario |
| • Local (Free) Self-Employment Programs and their Orgs | Sm. Bus. Enterprise Centres |
| • Government Employment Agencies | Employment Centre |
| • Non-Profits that support Entrepreneurship | Futurpreneur, MaRS |
| • Business or Industry Associations, including the local Chamber of Commerce | Ontario Chamber of Commerce |
| • University/College entrepreneur services and orgs. | Entrepreneur in Res. |
| • Business services for entrepreneurs (incl. commercial) | BDC, Crowdfunds, etc |
| • Non-profit professional services for entrepreneurs | Legal, Accounting, etc |
| • Local Media Focused Upon Entrepreneurs | Local Newspaper |

Good Partnerships



Food For Thought

Take a moment to consider possible partners for your library system. **Who are they? How are you a great match for each other?**



Library Business Outreach



Embed into Self
Employment
Programs



Group Business
Research
Orientations



Business
Networking/
Partner Events



Tradeshows



Train the Trainer



Committees,
Roundtables, etc

Embedded Training Modules



- Agenda
- Understanding Business Resources
 - Resources at the Library
 - M&M's Center
 - E-Library
 - Great Resources Online and in the Community
 - Library Resources and Services for Entrepreneurs
 - Library Cards
 - Questions

WONDER
SEEK
DISCOVER
SHARE

WONDER
SEEK
DISCOVER
SHARE

WONDER
SEEK
DISCOVER
SHARE

WONDER
SEEK
DISCOVER
SHARE

Immerse Yourself



✓ **TOP
TIP**

Community Economic Development

OITP | PERSPECTIVES



The People's Incubator Libraries Propel Entrepreneurship

Charlie Wapner

ABSTRACT

Entrepreneurs and small businesses are widely understood to be engines of economic growth and innovation. Less well-known is how libraries advance entrepreneurship. Libraries meet the needs of aspiring entrepreneurs of all backgrounds in every part of our nation. Re-

**ALA
June
2016**

Community Impact





Adult Program Evaluation Form

Program Title: Six Steps to Grow Your Business

Presenter: Kevin Simpson, ActionCoach, Calgary

Location: Central

Date: Jan. 24, 2017

How do you rate this program? Please circle one of the following:

| | Excellent | | | | | | | | | Very poor |
|-------------------------|-----------|---|---|---|---|---|---|---|---|-----------|
| Overall program | 10 | 9 | 8 | 7 | 6 | 5 | 4 | 3 | 2 | 1 |
| Relevance of content | 10 | 9 | 8 | 7 | 6 | 5 | 4 | 3 | 2 | 1 |
| Organization of program | 10 | 9 | 8 | 7 | 6 | 5 | 4 | 3 | 2 | 1 |

How do you rate the presenter? Please circle one of the following:

| | Excellent | | | | | | | | | Very poor |
|-----------------------|-----------|---|---|---|---|---|---|---|---|-----------|
| Knowledgeable | 10 | 9 | 8 | 7 | 6 | 5 | 4 | 3 | 2 | 1 |
| Well organized | 10 | 9 | 8 | 7 | 6 | 5 | 4 | 3 | 2 | 1 |
| Invited participation | 10 | 9 | 8 | 7 | 6 | 5 | 4 | 3 | 2 | 1 |

How did you learn about the program?

- ☐ Adult Program Guide ☐ Kids & Teens Program Guide ☐ Social Media
☒ Library website ☐ Poster / Display in Library
☐ Other (friend, staff, advertisement) Please specify _____

What community do you live in? Copperfield.

What other kinds of programs / events would you like to attend?

Identifying and reaching out to target customers (Leads).

Do you have any other comments?

I have been struggle alone, spent the little I have to build the business. I am glad you setup this for those willing to start business
Thank you for your time and feedback!

Please contact programming@calgarylibrary.ca with any questions.

and not just job seekers.

Questions?

Julia Harrington, BA, MLIS

Career and Small Business Librarian

Calgary Public Library

Ph: 403-774-7259

Email: julia.harrington@calgarylibrary.ca



**Don't forget to share your
program idea. Place your idea
in one of the Calgary Public Library
Bags at the exits.**

