

I DO BUSINESS.™

COMMUNITY SUMMITS

Learn. Network. DO BUSINESS.





About I DO BUSINESS.

I DO BUSINESS. exists to celebrate and stimulate the entrepreneurial spirit of Aboriginal people, their families, communities, and Nations. Through unique events and training programs, we help generate new business and bolster established business in Aboriginal communities from coast to coast to coast.

What We've Accomplished

The inaugural **I DO BUSINESS. National Summit & Tradeshow** – *Success for Aboriginal Entrepreneurs* was hosted on March 4-5-6, 2013 in the traditional territory of the Mississaugas of the New Credit First Nation, at the DoubleTree by Hilton Hotel, Toronto Airport.

The National Summit brought together business and literacy to support current and emerging Aboriginal Entrepreneurs from across the country, with over 150 individuals participating. This event showcased the importance of connecting economic development and adult literacy to support Aboriginal business development. Aboriginal Entrepreneurs who attended the event report that the business workshops were very “informative, encouraging, and inspirational”.

The **I DO BUSINESS. National Summit** boasted a variety of top-notch speakers on business and Aboriginal Entrepreneurship, including

- David Chilton, Author of *The Wealthy Barber Series*
- Dr. Marie Delorme, CEO of The Imagination Group
- Mr. John Kim Bell, Founder of the National Aboriginal Achievement Foundation
- Deputy Grand Chief Les Louttit, Nishnawbe Aski Nation
- Shane Gibson, Chief Social Officer of Socialized!
- Chief Tony Alexis, Founder of *The Alexis Principles™*



What National Summit Participants Have to Say:



I met some really great people networking and really enjoyed the workshops!" – *Johl Ringuette of Nishdish Marketeria & Catering*

... one of the best events I've attended so far as an Aboriginal Entrepreneur
– *Julia Valencia of Valencia Fitness*

It was an incredible learning experience for me. The workshops that I attended were informative, encouraging and inspirational. I have never met so many friendly and sociable people all in one place – *Eugene Montague of EBM Property Maintenance*

I would recommend **I DO BUSINESS. National Summit** to anyone wanting to, or currently starting, their own small business. – *Mike A.J. Beachey of First Nations Aviation Education*

... a fantastic event with lots of excellent contacts and resources for Aboriginal business people
– *Randy Way of Aboriginal Initiatives Correctional Service Canada*





I DO BUSINESS. Community Summits

I DO BUSINESS. National Summit & Tradeshow was the launching pad for **I DO BUSINESS. Community Summits**, where National Summit participants and other interested communities can help spread the movement, knowledge and resources across the country by helping to host Community Summits in their home communities.

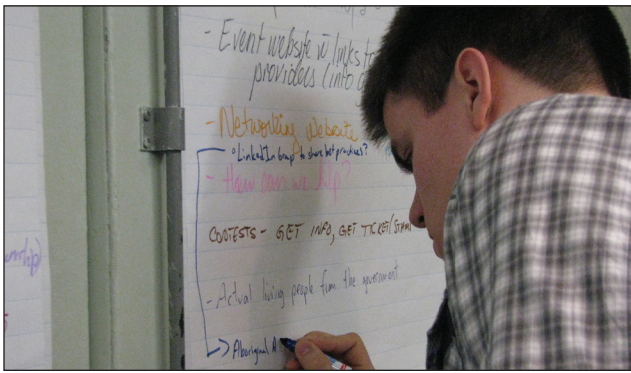
What Happens at an I DO BUSINESS. Community Summit?

Community Summits will include a variety of programming from the National Summit. Community Summits have been designed to address interests and needs of three target audiences:

- Emerging Aboriginal Entrepreneurs
- Existing Aboriginal Entrepreneurs
- Organizations Supporting Aboriginal Entrepreneurship

For each of these target audiences, one-day Community Summit packages have been developed that are directly relevant, useful and engaging for that particular audience. Community Summits can also be further customized to reflect the wants and needs of your community in terms of the content and length of your Community Summit.

All content, audio/visuals, and required materials will be provided in collaboration with community partners and **I DO BUSINESS**.



Potential I DO BUSINESS. Community Summit Topics

For Emerging Entrepreneurs

- Fundamentals of Entrepreneurship
- Business Idea vs. Business Opportunity
- Start-Up Financing For Your Business
- How to Prepare for a Bank Financing Meeting
- Introduction to Social Media for Entrepreneurs
- Keys to Start-Up Marketing
- Networking for Business
- Doing Business on Reserve
- Successes and Challenges of Entrepreneurship

For Existing Entrepreneurs

- Successes and Challenges of Entrepreneurship
- Financing Your Business
- How to Prepare for a Bank Financing Meeting
- Marketing Fundamentals for Success
- Introduction to Social Media for Entrepreneurs
- Doing Business on Reserve
- Federal and Provincial Procurement
- Exploring Community, Culture, and Doing Business
- Networking for Business

For Organizations Supporting Aboriginal Entrepreneurship

- Exploring Best Practices to Support Business Development
- What is Literacy and Why Does It Matter?
- Why Literacy Matters for Entrepreneurship
- Exploring Community, Culture, and Doing Business
- Successes and Challenges of Entrepreneurship
- Making a Difference While Making a Buck: An Introduction to Social Enterprise
- Understanding Federal and Provincial Procurement

Hosting an I DO BUSINESS. Community Summit in Your Community

Interested in being a part of the **I DO BUSINESS.** movement? Contact us today about how we can work with you and your community to deliver a customized Community Summit that will meet your community's entrepreneurial interests and needs!

I DO BUSINESS. Community Summits Regional & Local Supports

Once you have identified that your community would like to host a Community Summit, we will work with you to secure the required resources to implement the event.

I DO BUSINESS. provides the content and expertise from our National Summit, marketing materials, logistical support to organize the event, and fund development assistance as needed.

I DO BUSINESS. will work with your community to market the event and access the required resources to implement a Community Summit, including location, local business expertise, guest speakers, refreshments, and participant giveaways.

Bring *The Alexis Principles*™ to Your Community Summit!

Unique to **I DO BUSINESS. National Summit** was a full one-day seminar, "*The Alexis Principles*™" - Building Bridges for Effective Business Development. *The Alexis Principles*™ provides a foundation to enhance successful business interactions and procurement opportunities for Aboriginal Entrepreneurs and the companies they do business with across Canada.

For communities who wish to do so, we can pair your customized Community Summit with an additional full day seminar on *The Alexis Principles*™ on a fee for service basis.

Visit www.thealexisprinciples.ca for more details.



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Learn More

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