

SMALL BUSINESS TRENDS IN THE OTTAWA REGION

Reported by the Entrepreneurship Centre – Fall 2009

THE ENTREPRENEURSHIP CENTRE

Established in 1992, the Entrepreneurship Centre provides a one-stop source of business information, training, and resources for business start-ups and existing businesses. The Entrepreneurship Centre is a public/private partnership with the City of Ottawa, the Ontario Ministry of Economic Development and Trade, RBC Royal Bank; Logan Katz LLP; Low Murchison LLP; Mediaplus Advertising; The UPS Store; Ottawa Business Journal, and; Rogers Communications.

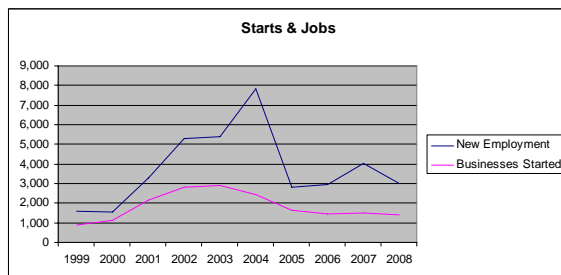
Each year the Entrepreneurship Centre conducts a survey of clients who used Centre services one year previous. The following report is based on the results of the annual survey conducted in the Summer of 2009 of clients having used services in 2008.

NEW BUSINESS FORMATION IN THE OTTAWA REGION

- A random survey of clients who used the services of the Entrepreneurship Centre in 2008 identified that 43% (approximately 1,413) of clients had started or were still in business one year later. The Percentage of survey respondents in business for:

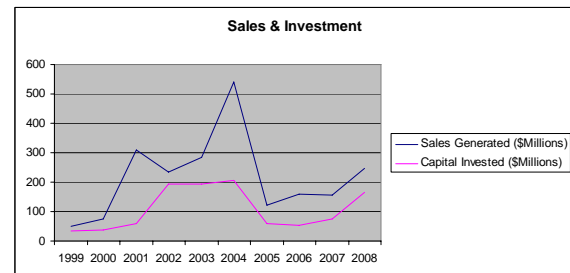
< 1yr:	36%
1 - 2 yrs	18%
+ 2 yrs	45%

- Net results of these businesses included 2996 jobs: 32% of clients operating their own business had hired employees in the last year; approximately 3.5 new hires per business, plus the business owners (1583 +1413.) Total sales by Centre clients were reported at an estimated \$247 million.



CAPITAL INVESTMENT

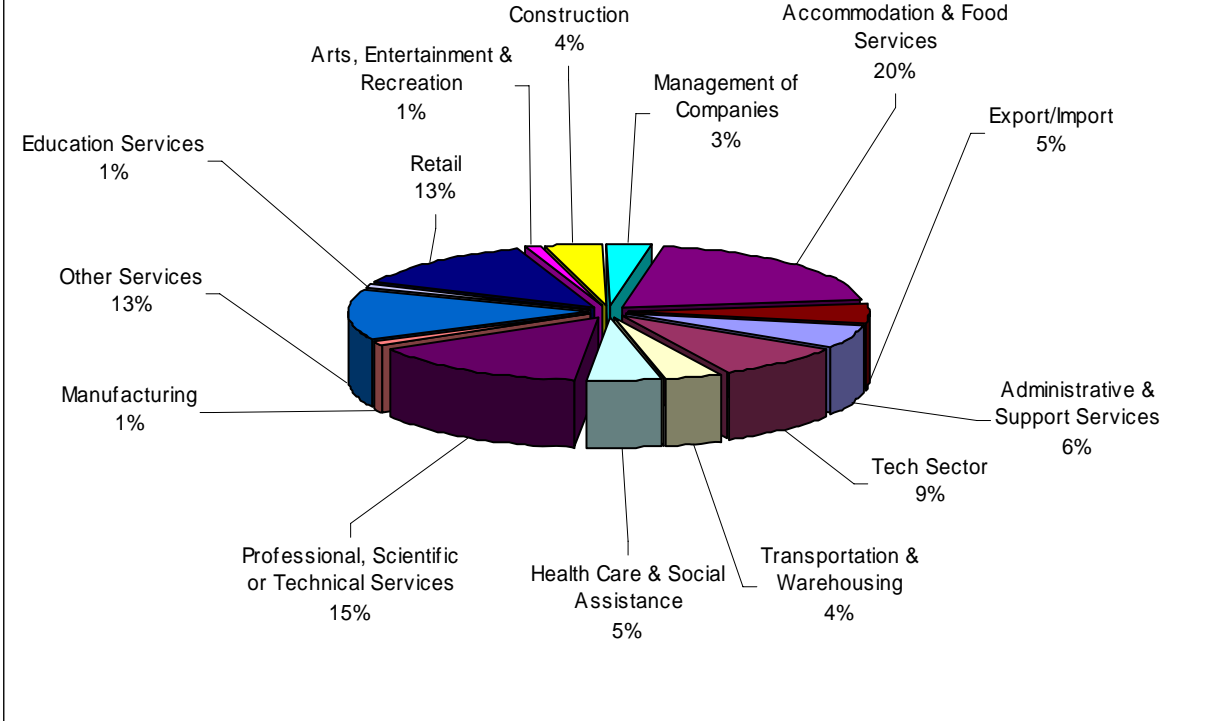
- Based on the survey data, Centre clients reported more than \$166 million in new investment in their businesses with a blend of funding coming from multiple sources including personal savings (54%), credit cards (16%), bank loans (14%) and friends and family (8%).



BUSINESS SECTORS

- From the survey, Business owners operating from home account for 55% of businesses; 40% operate from leased premises. The remainder operate from owned or other locations.
- Industry type remains diverse with accommodation and Food Services and Professional, Scientific or Technical Services leading the way in new business creation.

Industry Sectors as reported in the Client Survey



*Types of Other Services include: security systems, gardening, pet-sitting, home inspection, landscaping, sign language interpretation, baby-sitting, residential painting, transportation and warehousing, utilities.

THE ENTREPRENEURSHIP CENTRE CLIENT

- The demographic mix from the Client Survey includes 56% women and 44% men. In addition, 29% are under 30 years of age; 54% are between 30-49 years of age; and the remaining 17% are over the age of 50.

BUSINESS START-UPS BETTER PREPARED

- Clients tended to use multiple Entrepreneurship Centre programs and services for planning their business start-up and business growth. On average, each client used the services of the Centre approximately 4 (3.9) times in 2008.

ENTREPRENEURSHIP CENTRE ACTIVITY

- Overall activity in 2008 increased by approximately 80% with 12,815 client contacts. Based on average rates of service usage of 3.9 times per client, approximately 3,286 individual clients were served in 2008.
- Of the 12,815 client contacts reported in 2008, clients visited the Centre approximately 5,527 times to obtain business information and/or conduct research. Centre staff also responded to more than 3,432 telephone enquires and

more than 1,803 email enquires and online consultations. There were 246 French Language enquiries. In addition, 1,397 business answers were provided through our on-line virtual assistant.

- The Centre hosted 1,220 people in 104 seminars and facilitated 903 business and professional consultations. In addition, Centre staff touched more than 14,110 individuals through tradeshow and outreach activity.

OTTAWA BUSINESS COMMUNITY INVOLVEMENT

- Volunteer support from the business community represents more than 700 hours of service donated to the Centre annually. These professionals and experienced business owners assist with the delivery of seminars, events, professional advisory programs and contribute to the planning and direction of the Centre. In 2008, the Centre received volunteer support from 107 business leaders and representatives from legal and accounting firms.
- The Centre is supported by 9 partners: the City of Ottawa; the Ontario Ministry of Economic Development and Trade; RBC Royal Bank; Logan Katz LLP; Low Murchison LLP, Mediaplus Advertising ; The UPS Store; Ottawa Business Journal, and Rogers Communications.

OCRI's **Entrepreneurship Centre** provides a one-stop source of business information and planning services. Services include:

- 3 satellite kiosks provide modified services (Orleans, Kanata and Barrhaven)
- Walk-in business Resource Centre
- Free printed material on start-up issues and frequently asked questions
- Business consultations
- Professional legal and accounting advisory services
- Technology business advisory services
- Free and fee-based business seminars and workshops covering a wide range of topics
- Forum for International Trade Training (FITT) workshops
- Youth entrepreneurship programs including: Junior Achievement; CYBF; Summer Company; and, others.

The **Entrepreneurship Centre** is located at:
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