

Case Study #1



Program:

The City of Airdrie, Airdrie Chamber of Commerce, AB teamed up with Community Futures Centre-West in Cochrane, AB to design and launch a small business program to increase business survival and sustainability.

Outcomes:

Launched in 2012, the annual SMARTStart program receives twice the number of applicants than spots available. Entrepreneurs complete an application, and are selected by a committee to participate in the partially funded program.

Over 40 participants per year receive access to GoForth Institute's online small business training program, mentorship, seminars and networking events over an 8 month period.

- 100% participant completion.
- Entrepreneurs rate "GoForth training" as an extremely valuable tool for building business knowledge fast.
- Participants list "increased confidence in business" and "desire to grow" their business.

Case Study #2



Program:

Ontario Business Advisory Centre – Durham, ON uses GoForth's online training to support clients in the Starter Company Plus program, a provincially funded start-up program.

Outcomes:

Launched in 2014, BAC-Durham uses GoForth's online training in the Starter Company and Starter Company Plus programs, for youth and older adult entrepreneurs.

Over 60 participants per year receive access to GoForth Institute's online small business training program.

- 95% + participant completion.
- Entrepreneurs rate "GoForth training" as an important step to take when starting a business.
- Clients report increased confidence in their business skills and desire to grow through employment.

Case Study #3



Program:

Nunavut Economic Developers Association selected GoForth Institute's 100 Essential Small Business Skills online training program to train all Economic Development Officers in Nunavut in the ways of small business so they can better assist their entrepreneurial clients.

Outcomes:

Launched in 2014, the GoForth-NEDA partnership sees GoForth training used by all Nunavut Economic Development Officers in the Far North.

Nunavut EDO's then provide face to face delivery of GoForth's educational content to their clients, for a more culturally relevant experience.

EDO's adapt GoForth training for entrepreneurs in the Far North, to enhance their training experience and add greater educational value.

- 93% + participant completion.
- Entrepreneurs report a "very positive" training experience when GoForth training is delivered in a group-setting using GoForth's enterprise broadcast licensing.
- Community and individual capacity metrics are also very positive, as measured and reported by NEDA.
- GoForth received a federal grant to undertake sensitive cultural adaptation of content for indigenous peoples.

“GoForth Institute delivers Canada’s leading online small business training program from coast to coast to coast through a network of over 100 partner organizations that support small business and entrepreneurship. It’s a win win.”

**Dr. Leslie McGeough, MBA PhD
Founder & CEO**

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