

RABC

Northeast Alberta

Start Up

Growing

Internet

Free Access

Profit

Import/Export

Arts & Culture

Support

Library

Expansion

Information

Strategy

Advice

Research

Financing

Training

Oil & Gas

Sole Proprietorship

Construction

Pathfinder

Information Technology

Concept

Wholesale

Business Plan

Succession Planning

Partnership

Transportation

Food & Drink Services

Agriculture

Human Resources

Incorporated

Ever had a crazy idea?



RABC

These guys had a crazy idea!



**NET WORTH:
\$624 BILLION**

Even more crazy!

10 Bizarre Business Ideas that worked!

10. Toilet training kits for cats



9. Vocation Vacations

8. Lucky Wishbone Company



7. Ashley Madison.com

6. The Excused Absence Network

5. Million Dollar Homepage

4. Santa Mail

3. Reserve a Spot in Heaven



2. Doggles



The #1 Crazy Idea?

10 Bizarre Business Ideas that worked!

1. ?



What's the next great idea?

Great Canadian Ideas that Lead to Great Business Opportunities

- Snowmobile
- Basketball
- Zipper
- Ear piercer
- McIntosh Red Apple
- Wonderbra
- Cardiac Pacemaker



- Pabulum
- Kerosene
- Cobalt bomb
- Paint roller
- Imax
- Telephone
- Snowblower



RABC

Who are we and what do we do?

**Rural Alberta
Business Centre**

"It's all about your business."

Overview

Turning dreams into reality!

- ❑ What is the RABC and what do we do?
- ❑ Who have we helped? Our Success Stories
- ❑ Our workshops & educational offerings
- ❑ Supporting our Satellite RABC Offices
- ❑ What's new? Our Business Incubator for one thing!
- ❑ What can we do for you?

RABC – What do we do?

The Rural Alberta Business Centre (RABC) is a partnership between the Government of Alberta and Alberta HUB.

RABCs provide:

- Advice and information services to entrepreneurs, small business owners, and managers at all stages of the business life cycle**
- From the start-up to expansion to succession planning we assist business owners in making informed business decisions.**

RABC Pilot Program

- **Why was the RABC Pilot Program Developed?**
 - **How long did it run for?**
- Rural Albertans expressed that they have difficulty accessing small business services.
 - Available services may not meet the needs of entrepreneurs and small businesses within a rural context.
 - The RABC was developed to address these concerns
 - Pilot started in January 2012 and ran until March 2015
 - **April 1 2015** Four RABC's transferred to a permanent program

RABC Communities

Four communities are participating in the permanent program:



RABC Camrose



RABC Cold Lake



RABC Hanna



RABC Rocky Mountain House

In partnership with Community Futures East Central Alberta

In partnership with the Northeast Alberta Information HUB Ltd. (Alberta HUB) the local Regional Economic Development Alliance in the area

In partnership with the Hanna and District Association for Lifelong Learning

In partnership with the Town of Rocky Mountain House

RABC Community Partnerships

- We have a variety of partnerships ones that are best positioned to manage and support an RABC.
- Current partners include:
 - ✓ Community Futures offices
 - ✓ Chambers of Commerce
 - ✓ A Regional Economic Development Alliance
 - ✓ Colleges and community learning centres
 - ✓ Municipalities



What does an RABC office do?



One-on-One Business Counseling

- Sole proprietorship vs. incorporating the business
- Information on how to develop a business plan
- How and where to access financing.



Research Services

- Directing clients to relevant business resources from the site's business library
- Online services and information,
- Conducting basic market research on clients' chosen industry.



Business Resource Centre

- Maintain an information centre; basic library of business resources
- access to computer/internet & access to enhanced business library



Learning Services

- Provide practical, skills-based seminars & workshops on common small business topics

Clients; How do we Help?

The Client Package

- One on one consultation – in person on the phone
- Client questionnaire
- FOIP
- Assess Tier – 1, 2 or 3
- Concept/Start up



Rural Alberta Business Centre - Client Information
Client Contact Information

Date: _____
 Client Name: _____
 Company: _____
 Phone: _____
 Email: _____

Has the client signed their Freedom of Information and Protection of Privacy Act (FOIP) decision for know out _____
 Yes _____ No _____

Business Information
 Business Purpose? Yes No Yes Purpose (if yes/no): _____

Stage of Business: Starting Existing
 Expansion/ Growth Established (3 or more years)

Name of Business (if applicable): _____
 Business Address (if applicable): _____

Type of Business:
 What type of business does the client operate

- Accommodations
- Construction
- Health Care
- Prof. Scientific & Tech Services
- Transportation

How many employees does the business want?
 (If it is just the client/owner/operates, then not only themselves, the possibility of creating a part time employees as well as a manager)

Not Applicable 11 or less



Business Development Bank of Canada

Rural Alberta Call Line

Business Plan

What is a business plan?

A business plan is a written document that describes your business, its objectives and strategies, the market you are targeting and the financial forecast for your business. It will assist in setting realistic and timely goals, help secure external funding, help measure your success, clarify operational requirements and establish responsible financial forecasts. Preparing your plan will help you focus on how your new business will need to operate to give it the best chance for success.

Why do I need a business plan?

Getting financial assistance to help get your business up-and-running is directly tied to your business plan. To be considered a viable candidate to receive loans from financial institutions or investors, you must fully demonstrate your firm grasp of every aspect of your business, and particularly its ability to generate profit.

Beyond creating a business plan for the sake of lenders and investors, it is also a necessary exercise to help you map out the growth and progress of your business. The success of your business depends on your clear vision of the future.

- How will you generate positive cash flow?
- How will you sustain your business in the "lean times"?
- Who is your competition, and how will you coast?
- Who is your target market?

The above are just a few examples of the questions you will answer in your business plan, providing you with the direction in which you will guide your business.

When should I write a business plan?

The sooner the better! However, it is never too late to write a business plan and, once written, it becomes a living document that should be updated regularly. It is important that you examine and anticipate as many relevant factors early on in the process, so that you are not taken by surprise later.

Who should write my business plan?

Your business plan should be prepared by you, the entrepreneur. It is your business and therefore your business plan. So, you should take the lead in writing it. However, don't hesitate to seek outside assistance from your management team, consultants, accountants, bookkeepers, copy editors and/or other experienced people.

- ✓ Trends
- ✓ Checklists,
- ✓ Self Employment; Is it For Me?
- ✓ Business Plan info/template
- ✓ Business License
- ✓ Marketing
- ✓ Upcoming workshops
- ✓ Industry Profiles
- ✓ Provided - Folder/paper copies & USB

RABC

Who have we helped?

**Rural Alberta
Business Centre**

"It's all about your business."

Clients Who Have a Dream



Professional
Tax Preparer



Big, Bold and Beautiful

The Fine Art of Patricia Coulter



Cold Lake Fort McMurray Cherry Grove Bonnyville
Ardmore Moose Lake St. Paul Lac La Biche

Business Training/

Workshops/Events 2014

Dreams are becoming realities!

47 One on One consultations

- more than one per week

22 Workshops

1 major event – Business Week

For a total of **274** participants



Business Training/

Workshops/Events 2015

Dreams are becoming realities!

66 One on One consultations

- more than one per week
- 40% increase over 2014



20 Workshops / 1 major event (Business Week)

- Total of **339** participants
- **24%** increase over 2014 with **2** less workshops

RABC

What do we do for support and enhancing business skills ?

**Rural Alberta
Business Centre**

"It's all about your business."

Business Training/ Workshops 2014

- Basic Bookkeeping
- Marketing on a Budget
- Customer Service
- Communication
- Problem Solving
- Facebook 101
- Customer Service
- LinkedIn/Twitter
- Sage 50 (Simply Accounting)
- Wages at Work
- How to Network Workshop (2)
- How to Start a Business
- Marketing on a Budget
- PC Skills 101
- Basic Bookkeeping/Sage 50 Overview
- Microsoft Word Basics for Business
- Sage 50 – 202
- Small Business Celebration Event
- When the Banks Say No! Alternative Financing
- Managing Multiple Priorities
- Stress Management

Workshops/Events = 22

Total Participants =

274

Business Training/ Workshops 2015

- Facebook for Business (2)
- Marketing on a Budget (4)
- Sage 50 (Simply Accounting)
- Dealing with Donations
- Wages at Work
- How to Network (4)
- Financial Literacy
- Hiring Basics (2)
- Managing & Motivating your Team
- Business Week Celebration Event
- Train the Trainer
- Goal Setting and Time Management



Workshops/Events = 20

Total Participants =

339

Workshops & Evaluation Summaries x 2

Evaluating the Transfer of Knowledge

Task	Variation Increase in knowledge	Ranking Highest ranking to lowest ranking	Before Training					After Training				
			No Knowledge	Fairly Knowledgeable	Very Knowledgeable	No Knowledge	Fairly Knowledgeable	Very Knowledgeable				
How familiar are you with the basics of a SWOT analysis & general market analysis?	1.89	2	1.89	2	3	4	5	1	2	3.78	4	5
What is your understanding of identifying your target market & customer using a storyboard?	2.56	1	1.44	2	3	4	5	1	2	3	4.00	5
How is your knowledge with the many inexpensive marketing tools and techniques available?	2.6	4	1	2.33	3	4	5	1	2	3	4.00	5
How comfortable are you with using social media?	1.89	6	1	2.55	3	4	5	1	2	3.44	4	5

Learning That Sticks!

RABC Cold Lake Marketing on a Budget Evaluation Summary Feb. 20th, 2014

DO YOU FEEL MORE CONFIDENT NOW WITH MARKETING ON A BUDGET?	TOPICS RATINGS Average Rating 1 – 5 (1lowest, 5-highest)	CHANGES THAT COULD BE MADE TO INCREASE THE VALUE OF THE PROGRAM FOR FUTURE WORKSHOPS	Program Organization Rating Average Rating 1 (Lowest) – 5(Highest)					Recommend workshop to a colleague?	Overall Value of the Workshop Rating Low/No Value – 1 High/Excellent Value – 5
			Logistics/Organization/Invite	Visual Aids/Handouts	Exercises	The Presenter Kathryn Hottel	Accommodation/Meals/Snacks		
			4.44	4.22	4.55	4.67	4.44	All Respondents - YES	4.00

Participant Comments/Testimonials		
All participants responded with YES	<p>Basics of Marketing – 4.00</p> <p>Basic Market Analysis & SWOT – 4.22</p> <p>Customer Storyboard – 4.22</p> <p>Inexpensive/Budget Marketing – 4.11</p> <p>Basics of Social Media – 3.44</p> <p>Promoting Creatively – 3.89</p> <p>Using a Marketing Planner – 4.00</p>	<ul style="list-style-type: none"> Possibly make it an all-day course More detail on media market Need more time More in-depth in social media More time on developing marketing plan <ul style="list-style-type: none"> Very informative, gets you going Knowledge was gained, happy with my time spent Wonderful! Really helpful, activities really useful Very good, just needs more time Great networking too

How familiar are you with the basics of a SWOT analysis & general market analysis?	1.33	5	1	2.22	3	4	5	1	2	3.55	4	5
What is your understanding of identifying your target market & customer using a storyboard?	1.78	3	1	2.00	3	4	5	1	2	3.78	4	5

Observations/Summary

Knowledge Rating Overall After Training – Top 3
 your target market & customer using a storyboard
 of a SWOT analysis & general market analysis
 of a marketing planner

Knowledge Transfer, All topics Combined – Overall transfer Score – **1.69**. If the variation is 0.00 (or close to) this is considered a good transfer of knowledge.

RABC

What do we do to support our Satellite Offices?

**Rural Alberta
Business Centre**

"It's all about your business."

Business Training/Workshops

RABC Satellites

Each RABC Satellite Office was equipped with:

- Laptop
- Projector
- Speakers
- Accompanying accessories (if needed)

✓ Set up Completed
Access/Instructions
sent

Marketing materials

- Brochure
- Banner,
- Business Cards
- Folders



Business Training/Workshops

RABC Satellites


Meeting Layouts Pods Audio

RABC PPT Cold Lake(3-Adobe).pptx

Draw Stop Sharing

Rural Alberta Business Centre Cold Lake

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Business Resource Centre

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Opportunity to 'Live Stream' or send pre-recorded webinars

Video

Attendees (1)

Active Speakers

Hosts (1)

RABC Presenter

Presenters (0)

Participants (0)

Chat (Everyone)

ML Prior: yes

ML Prior: ok

ML Prior: At present I do not have anyone else - but I will sure join you...I will see if I can bring others to join.

ML Prior: Alright - Thank you

Sync

Everyone

Serving all Alberta HUB Members

RABC Satellite Locations to date:

23



RABC

What's New?

**Rural Alberta
Business Centre**

"It's all about your business."



RABC New Initiatives

Business Incubator

- Supports small business in the community
- Provides opportunity to get started and grow
- A prototype for other communities





RABC New Initiatives



Are you looking for office/retail space on a start-up budget?

Check out the Business Incubators at the Rural Alberta Business Centre (RABC). Located in our new office at A-5412 55 St., (K Rock Building) Cold Lake, the RABC offers private office/retail space, meeting room space and resources to home-based and start-up businesses along with free access to all learning opportunities provided by the Rural Alberta Business Centre – Cold Lake.

Office prices start at \$400 per month and include:

- Private, secure, furnished office space
- Affordable rent
- Excellent location; visible-Hwy 28
- Wireless high-speed internet
- Access to laser printer/photocopier
- Admin services/reception
- Use of common meeting area with a capacity for 12 people
- One-on-one confidential coaching from the RABC advisor
- Access to key business support service providers
- All workshops for free

Flexible leasing on a month-to-month basis.

To view rooms and facilities, call Kathryn at the Rural Alberta Business Centre at 780-594-1090.



Rural Alberta
Business Centre Cold Lake

Alberta HUB
Where opportunity comes to life

Alberta
Government



RABC New Initiatives

Business Incubator

Not Just Cheap Rent!

- **Application Process/Selection Criteria**
- **Business Plan**
- **Project Plan & Marketing Plan**
- **Client milestones and Benchmarks**
- **Handbook**



RABC New Initiatives

Business Incubator

Reaching out into the community

- **Portage College Collaboration**



- **Rental properties** – what's out there



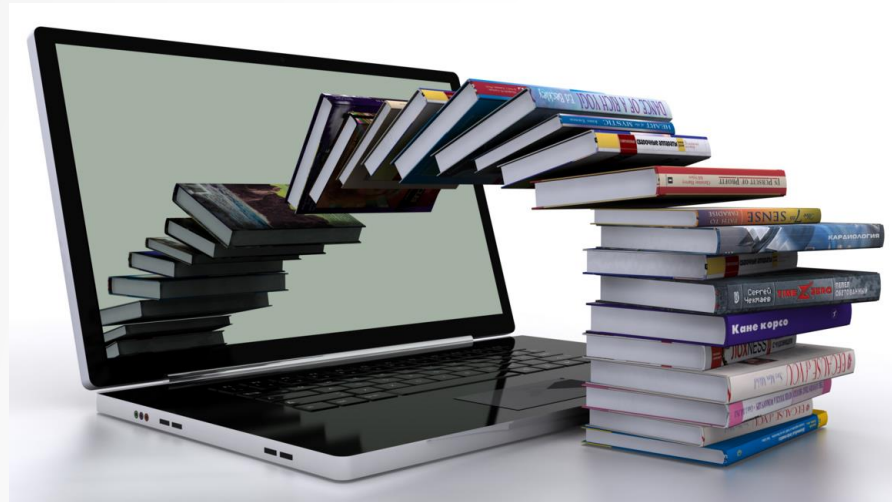
- **Service providers** – what can you offer start ups? Lawyers, accountants, graphic designers

It's a win win for all!

RABC New Initiatives

eLearning

- Bridges the learning gap for smaller communities to take part in professional learning
- Learning at your own pace



RABC New Initiatives

WOW

Wisdom & Opportunities for Women

- Women's formal networking group
- AWE partnership
- Speakers



Marketing/Awareness

Rural Alberta Business Centre

"It's all about your business."

Northeast
Rural Alberta Business Centre

It's all about your business.

CALL US TODAY
1-780-594-1090 (Local)
1-855-594-1010 (Toll Free)

HOME START GROW LEARN RESOURCES CONTACT



ARE YOU READY? CALL US TODAY TO JUMPSTART YOUR BUSINESS!

START
> how do I begin?

GROW
> where do I go from here?

LEARN
> what does the future hold?



Hotte Training

Under Contract with Alberta HUB

- ✓ Still operates as a separate company
- ✓ Workshops provided to RABC
- ✓ Conducting workshops for outside companies



The screenshot displays the Hotte Training website interface. On the left is a purple navigation sidebar with the following menu items: Home, About Us, Contact Us, Links, Events, Course/Workshops, and Clients List. The main content area features the Hotte Training logo and tagline at the top left. Below the logo is a navigation bar with 'Home - Site Map'. The main heading is 'Hotte Training'. The content includes a 'Welcome!' message, a paragraph about the company's approach to training, a list of services offered, and a list of training methods. The right side of the page shows a section for 'Upcoming Events' with a background image of business professionals celebrating.

HOTTE TRAINING
Inspiring People, Igniting Results

Home - Site Map

Hotte Training

Home

Welcome!

Welcome to Hotte Training, where we go beyond the usual training programs by making our sessions fun as well as practical. After all, how do adults learn and also retain information? The answer is that 90% of the learning adults retain is through doing (as well as having fun!)

We offer stand-alone courses, customized programs, transfer of knowledge analysis and post-course follow up. Our course lineup includes:

- Customer Service & Sales Performance Management
- Teambuilding
- Communication
- Train The Trainer and Customized programs

We make sure our training is interactive and participants are engaged in the learning, so that they can apply what they learn when they return to their jobs. We do this through:

- Instructor presentation
- Full-group discussions
- Team interactions
- Some healthy competition (with prizes)
- Individual & group exercises
- Self-assessments
- Practice exercises & job aids

Upcoming Events

Awards/Achievements

RABC was nominated for a
Business of the Year
Award



Received 'Honourable
Mention' at the 2015 EDA
(Economic Developers of
Alberta) Conference



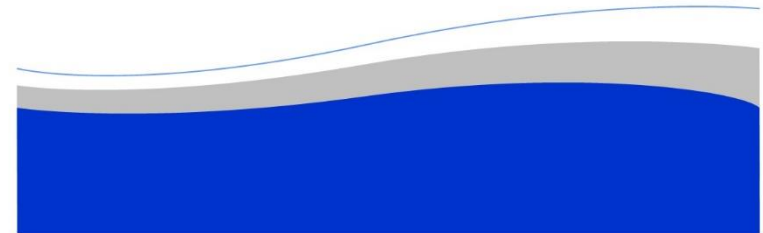
RABC Offers...

- ✓ **Realistic Business Advice & Information**
- ✓ **Business Incubator opportunities**
- ✓ **Workshops to help start and grow businesses**
- ✓ **Outreach to rural communities via RABC Satellites**
- ✓ **Shared knowledge to assist all North East Alberta Communities**

Our dream is to make their dream come true!



**If
opportunity
doesn't
knock,
build a
Door!**



Northeast Alberta; Working Together for Success

Thank You

**Rural Alberta
Business Centre**

"It's all about your business."



Alberta HUB
Where opportunity comes to life

Kathryn Hotte
Small Business Advisor
RABC

Dreams

THERE'S ONE WAITING FOR YOU