

SMALL BUSINESS TRENDS IN THE OTTAWA REGION

Reported by the Entrepreneurship Centre – Fall 2008

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 Small Business and Consumer Services, RBC Royal Bank; Mediaplus Advertising; Ottawa Business Journal, Odutola & Co. LLP. and Rogers Communications.

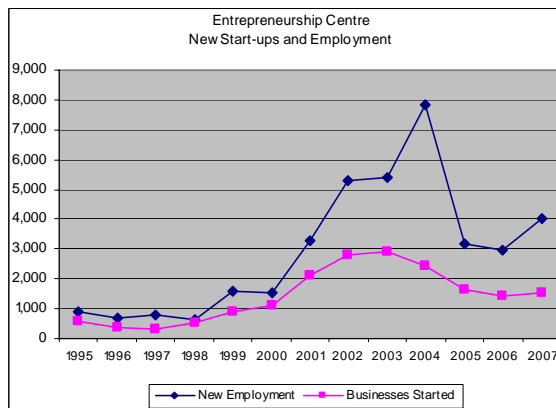
Each year the Entrepreneurship Centre conducts a survey of clients who used Centre services one year previous. The following report is based on the results of the annual survey conducted in the Summer of 2008 of clients having used services in 2007.

NEW BUSINESS FORMATION IN THE OTTAWA REGION

- A random survey of clients who used the services of the Entrepreneurship Centre in 2007 identified that 66% (approximately 1513) of clients had started or were still in business one year later. The Percentage of survey respondents in business for*:

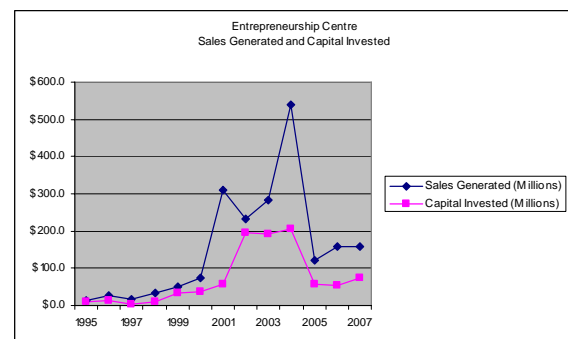
< 1yr:	54%
1 - 2 yrs	17%
+ 2 yrs	29%

- Net results of these businesses included 4050 jobs: 43% of clients operating their own business had hired employees in the last year; approximately 3.9 new hires per business, plus the business owners (2537+1513.) Total sales by Centre clients were reported at an estimated \$157 million.



CAPITAL INVESTMENT

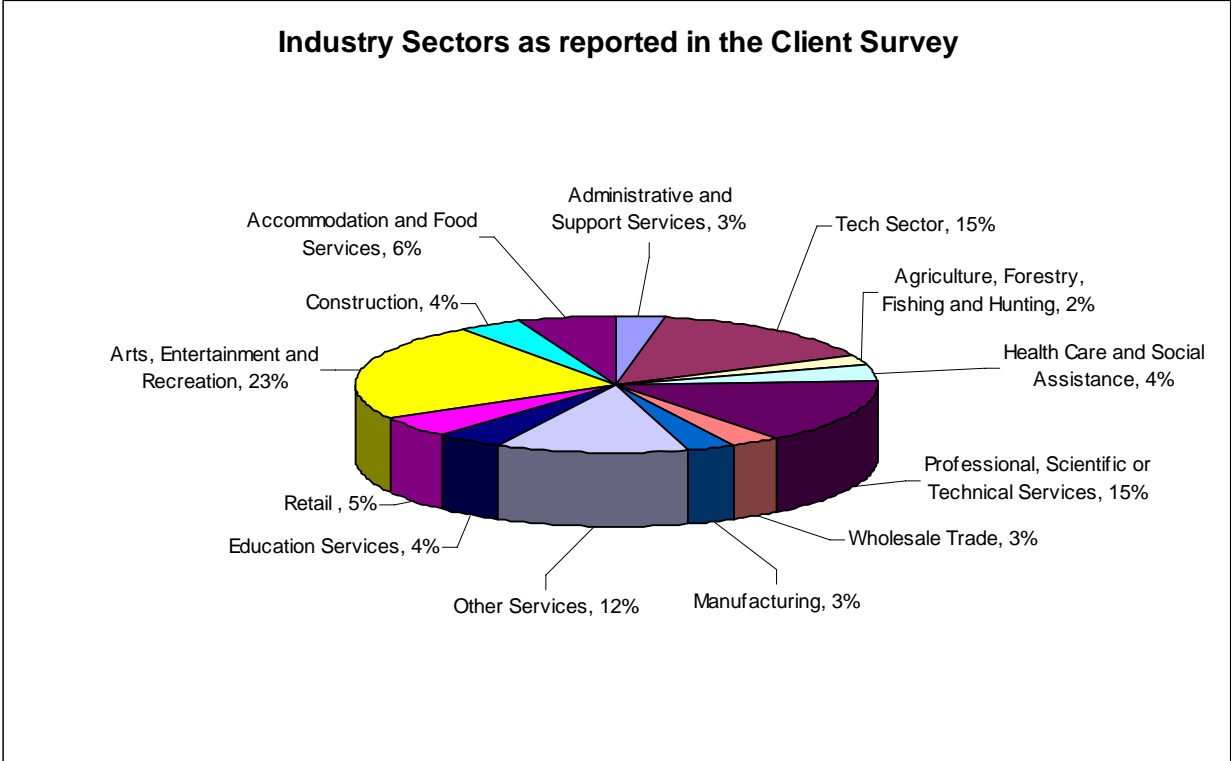
- Based on the survey data, Centre clients reported more than \$74 million in new investment in their businesses with 88% of businesses having a component of personal savings; 20% of businesses using friends and/or family financing; 13% have bank loans and 34% have used personal credit; 14% have had government funding, and, 9% report having a private investor (Angel or Venture Capital.), and 9% had other types of financing arranged.



HOME-BASED/SERVICE BUSINESSES DOMINATE SMALL BUSINESS SECTOR

- From the survey, Business owners operating from home account for 57% of businesses; 21% operate from leased premises. The remainder operate from owned or other locations.

- The majority of businesses in the survey (43%) are Incorporated Businesses. Sole Proprietorships account for 36% of those surveyed and 8% are in partnerships, the remaining 13% had not yet registered their business.
- Industry type remains diverse with Arts, Entertainment and Recreation followed by the Professional, Scientific, Technical Services and Technology leading new business creation.



THE ENTREPRENEURSHIP CENTRE CLIENT

- The demographic mix from the Client Survey includes 55% men and 45% women. In addition, 15% are under 30 years of age; 65% are between 30-49 years of age; and the remaining 20% 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 3.1 times in 2007.

ENTREPRENEURSHIP CENTRE ACTIVITY

- Activity in 2007 remained strong with 7,106 client contacts. Based on average rates of service usage of 3.1 times per client, approximately 2,293 individual clients were served in 2007.
- Of the 7,106 client contacts reported in 2007, clients visited the Centre approximately 3,657 times to obtain business information and/or conduct research. Centre staff also responded to more than 2,650 telephone enquires and more than 539 email enquires and online consultations. There were 260 French

Language enquiries. In addition, 2,231 business answers were provided through our on-line virtual assistant.

- The Centre hosted 305 people in 50 seminars and facilitated 714 business and professional consultations. In addition, Centre staff touched more than 10,189 individuals through tradeshows and outreach activity.

OTTAWA BUSINESS COMMUNITY INVOLVEMENT

- Volunteer support from the business community represents more than 500 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 addition to business mentors and volunteers, representatives from 47 legal and accounting firms provide pro bono advice to clients of the Entrepreneurship Centre each year.
- The Centre is supported by 7 partners: the City of Ottawa; the Ontario Ministry of Small Business and Consumer Services; RBC Royal Bank; Mediaplus Advertising; Ottawa Business Journal, Odutola & Co. LLP. and Rogers Communications.

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

- 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
- Financial advisory and risk capital services
- Financing options for young entrepreneurs
- Business seminars covering a wide range of topics
- Delivery agent for FITT – Forum for International Trade Training
- Delivery agent for the CYBF (Canada Youth Business Foundation)

The **Entrepreneurship Centre** is located at:
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