



Spotlight on Services for Small Business

September 26, 2016



Business Resources



Programs and seminars



**Access to technology and
spaces to meet and work**



Specialized resources



Expert staff assistance

Programs and Seminars



Programs and Seminars

Starting a Business

- **Life in the Entrepreneurial Trenches**
(2015 Entrepreneur in Residence, Mike Brcic, with 5 start-up entrepreneurs)
- **Starting and Self-Financing Your Own Business in Canada**
(Iain Williamson, author and publisher)
- **Growth and Expansion: How to Best Grow Your Business**
(Chartered Professional Accounts Canada)
- **Technology Business Models, From Past to Present**
(David Ma, Blaney McMurtry)

Programs and Seminars

Funding / Money Matters

- **Crowdfunding Basics**
(Sima Gandhi, 2016 Entrepreneur in Residence)
- **How Small Business is Taxed**
(Chartered Accountants, Ruonan Lu and Emily Trotter)
- **Learn About Love Money, Angel Financing, Crowdfunding and Venture Capital** (Iain Williamson, author and publisher)
- **Financial Management: the Money Side of Business**
(Chartered Professional Accounts Canada)

Programs and Seminars

Promoting Your Business

- **Public Relations Tips Every Start-Up Business Should Employ**
(Lyndon Johnson, founder of Think Differently)
- **Using Social Media to Market Your Small Business**
(Cher Jones of the Socially Active Corporation)
- **Using Social Media to Impact Your Bottom Line**
(Ashish Malik, COO & founding partner of 108 ideaspaces)
- **How to Get Media Coverage for Your Business**
(Shelley Pringle, Polaris Marketing & PR)

Programs and Seminars

Legal Issues for Small Businesses

- **Small Business Laws and Regulations**
(Kobi Bessin, Business Law Group, Torkin Manes)
- **Intellectual Property: What's In It For Me?**
(Mark Biernacki, Partner, Smart & Biggar)
- **Overview of Employment Standards Act**
(Gunjan Kewaltramani, Ministry of Labour)
- **10 Steps to Profit through Importing and Exporting**
(Charles Donley, President of Kingsmill International Ltd.)

Enhanced Programs & Services



- Entrepreneur in Residence series
- Monthly Small Business Network
- Covered the cost of printing the Building a Business booklet

Enhanced Programs & Services



Sima Gandhi – 2016 Entrepreneur in Residence

**Former member of MaRS
Entrepreneurship Program Team
and founder of riince,
an innovative kitchen utensil.**

www.tpl.ca/entrepreneur

Support for business plans, and product development including problem solving, solution conceptualization, manufacturing, and distribution.

Business Inc. at Toronto Public Library



An 8-week program offered in partnership with the **City of Toronto** and the **Toronto Business Development Centre**.

During the program, participants will:

- Prepare / update a business plan
- Access a business advisor and other valuable resources
- Network with other entrepreneurs

Upon completion, participants will:

- Obtain a Business Seminar Series Certificate of Completion from the TBDC
- Be eligible to apply for a small business loan ranging from \$5,000 - \$30,000

Thanks to the Estate of Norman Hinton for supporting Small Business programs at the Library.

Small Business Advisors.

Start or Grow Your Business with Enterprise Toronto

Free, 30-minute consultation with an Enterprise Toronto small business advisor who provides:

- Business idea analysis and guidance
- Reliable information including one-on-one business plan consultation
- Personal assistance with business registration, name searches and incorporation
- Advice on permits, licenses and regulatory requirements
- Coaching for a range of business challenges, from raising capital, managing cash flow and accounting to hiring and managing staff, marketing, social media and more
- Outstanding training and networking opportunities
- Referrals to other business support services, including incubators, government programs and shared workspaces



Project Management Program

Project Management: Career Opportunities and Strategies for Success

Tue Apr 05, 2016

6:00 p.m. - 8:00 p.m.

Toronto Reference Library, Hinton Learning Theatre

Dr. John A. Estrella explains how to apply the principles of project management to your professional, educational and entrepreneurial activities by setting goals and clarifying what you need to do immediately to elevate your current personal and professional aspirations. Attendance at this free session is eligible toward Professional Development Units (PDUs) for accredited Project Management Professionals (PMP). Small business owners, students or those aspiring to careers in project management will benefit from this session.

The logo for Ryerson University, featuring the words "Ryerson University" in a bold, white, sans-serif font on a dark blue background. A yellow vertical bar is positioned to the right of the text.

**Ryerson
University**

**The Chang School
of Continuing
Education**

Access to Technology & Spaces to Meet & Work




Small Business Networks



New and established entrepreneurs network monthly
Speaker covers topics of interest

Expert Staff Assistance





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Specialized Resources

- Toronto Public Library
 - 4.5 million items
- Over 100 databases – most with remote access
- Free access to popular e-magazines



Small Business Newsletter



Supporting your Small Business May 2016

Did you Know?



CBCA stands for **Canadian Business and Current Affairs**. It contains thousands of full-text business and general-interest articles from popular, academic, business, trade and peer-reviewed periodicals. Use this resource to get current information on the trends in your industry. Access this online resource with your valid Toronto Public Library card from any location from the [A - Z List of All Databases](#)



Innovator in Residence

This spring, Frank Tsonis will lead a series of workshops, lectures, one-on-one appointments, and other programs about mobile app development at the Toronto Reference Library. Frank Tsonis is an interactive media developer and educator based in Toronto. He develops mobile apps, interactive art installations, data visualizations and web-based software. He has taught courses at York University, OCAD University, and InterAccess Media Art Centre. He holds a Master of Fine Arts (MFA) from OCAD University, where he completed his thesis titled *Out of Sync: Slowing Down the Rate of High Frequency Trading*. View Frank's portfolio at www.franktsonis.com

Networking

Several Toronto Public Library branches host Small Business Networking nights once a month. Learn from others, share your own experiences, and soak in the collective wisdom of the group. Bring your business cards!

- **Toronto Reference Library**, Business, Science & Technology Department, 3rd floor, 789 Yonge St., Tuesday, May 10th, 6:00-7:15 pm.
- **Fairview Library**, 35 Fairview Mall Dr., Tuesday, May 17th, 6:30-8:00 pm.
- **North York Central Library**, Business Department, 5120 Yonge St., 4th floor, Wednesday, May 18th, 6:30-7:30 pm.
- **Bloor / Gladstone Library**, Wednesday, May 18th, 7:00-8:00 pm.



Small Business Network - Toronto Reference Library



Toronto Reference Library is hosting an ongoing Small Business Network meant for small business people or people who are just thinking about starting their own business. Our speaker is Shelley Pringle, founder of Polaris Marketing and PR, a Toronto company that helps consumer brands build awareness of their products and services using public relations, social media and content marketing. Please bring your business cards and get ready to network. All are welcome! Tuesday, May 10th, 6:00-7:00 pm, Toronto Reference Library, Hinton Learning Theatre, 3rd floor, 789 Yonge St.

Monthly Listings of Programs, Classes & Events

Questions?

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Toronto Public Library Website

www.tpl.ca

Business, Science & Technology department (*Toronto Reference Library*)

[\(416\) 393-7149](tel:4163937149)

Business, Science & Technology department (*North York Central Library*)

[\(416\) 395-5613](tel:4163955613)