

Small Business: Ontario First Nation's Economic Development Forum!

Sheraton Centre, 123 Queen Street West

Thursday October 13, 2016

Background

- Cayuga Nation, Wolf Clan, Wife, Sue and Children Aamisk and Menaywaywyn
- St. Clair, Marketing/Advertising
- Mohawk College, Certification, Entrepreneurship
- Queen's, Governance & Administration
- Contract Positions/Business Owner, Toronto, Hamilton, British Columbia and Six Nations

Economic Spending Power

- ON = 201,100 - 50% = 100,550 x \$40k (household) = \$4.0B per year (conservative)
- Six Nations - Economic Leakage - \$300M x 10 yrs. = \$3.5B (economic leakage study)
- Garden River - Economic Leakage - \$75M x 10 yrs. = \$750M (assumption)
- Indigenous people are major stakeholders in the Canadian economy
- Indigenous population is young with more than half under the age of 25
- Indigenous communities are open for business, partnerships and stimulating investment

**Tell Your Story... Highest
Excitement, Love What You
Do, Visionary, Gap/Niche,
Create Opportunity, Action,
Adjust and Adapt!**

Business Management and Sports Cultural Companies

Business Management

1. Governance and Administration
2. Market Research Analysis
3. Business Plans
4. Funding and Financing
5. Facilitation

Sports Cultural

1. Origins of Our Games
2. Skills Development Camps
3. Train-the-Trainer Workshops
4. Development Programs
5. New (Sports Event Management)

Business Support System

Professional Expertise

- Conceptual Idea
- Find a Gap/Niche
- OODA Principle
- Talk to People
- Market Research
- Management Plan
- Operations Plan
- Marketing Strategy
- Financial Plan
- Business Plan

Resource Support Network

- Individuals, Six Nations/Brantford
 - Banks and Lending Resources (i.e., mentor)
 - Grand River Employment and Training (i.e., training, wages, income)
 - Two Rivers Development Corporation (Aboriginal Capital Corporation)
 - Family and Friends

Business Location

- On-Reserve Business Operation - Why? Create Opportunity for the People, Professional Service and Reduce Overhead Costs
- On-Reserve - No Tax Implications
- Close Proximity to Main Consumers - First Nation and Urban Indigenous Population

Business Projects

- Six Nations Polytechnic & o'gwe:ho;weh Skills Trades Training Centre
- Urban Indigenous Markets - NFP's - Housing Projects and Business Development
- Indigenous Entrepreneurial Training Programs
- 2017 North American Indigenous Games/C2C Sports and Entertainment
- Kanata Village Inc. (Haudenosaunee Lands), Revitalization of the Land (Assets)
- Business Plans (Six Nations Business Owners)
- Nike Sports Camps (USSC Inc.)
- (New) Business Market Concept , Haudenosaunee Lacrosse Hall of Fame (HLHF)

Funding and Financing

Public Support

- First Nation, ASETA's
- Indigenous Financial Institutions
- Waubetek Development Corporation

Declined

- Cite Reasons

Private Sources

- Individuals
- Banks
- Investment Firms

Approach with Opportunities

- Prepared and Knowledge

Management Flowchart



Gaps and Assets for Small Business

- Equity - Access to Capital - Ohwista
- Marketing and Sales - Validate Projections and Assumptions
- Preparation of Financial Statements - Roll Up the Data
- Skills and Knowledge - Negotiation, Communication, Finance, Management and Human Resources - How to Deal with People

Future Perspectives

- World is full of opportunity, Indigenous people have to assert ourselves in the business world and emerging markets
- Envision more commercial development opportunities in our communities (i.e., Tsawwassen Mills- 1.2msf, 180 stores, Ivanhoe Cambridge; Tim Horton's; Squiala Nation Eagle Landing; etc.)
- Envision more limited partnership and partnership opportunities for small business owners and First Nation communities (i.e., nation to nation, people to people) who can find a niche/gap in the market place
- Envision more opportunities in cultural tourism (i.e., \$90B tourism industry) with the potential to sustain people and communities if done right
- Envision more opportunities in sport tourism (i.e., \$5.2B industry) which is the fastest growing segment of the Canadian tourism industry

Future Perspectives

- Envision more north to south joint ventures between First Nation communities and small business owners (i.e., food services, transportation, vehicles, trades, housing, artisan cooperatives)
- Envision resource development opportunities as long it does not impact the land, wetlands, vegetation, wildlife, waterways, eco-system (i.e., due diligence, environmental assessments)
- Envision more private investment coming into our communities via the people through small business, partnerships, joint ventures, limited partnerships and nation to nation business
- Envision our people working together more closely, examining/assessing opportunities, finding out best practices, taking risk, failing/getting up and taking action to sustain themselves, their families and their communities

Closing Thoughts

- Indigenous people possess extra-ordinary gifts, knowledge, skills and abilities, it's our resilience and tenacity which will spur a new generation of young leaders who will do it better and more effectively than we have, that's what change is all about, supporting and nurturing our younger generation.
- The time of change is now, we have to share our stories/opportunities, continue to talk about it, talk about what we are going to do, write it down, set goals, generate realistic plans, adapt, adjust and create the life we all desire for our families!
- Follow your highest excitement and continue to do what you love, the journey begins with one step, taking action and following through on what you want as a business owner.
- Nya;weh for your time, your energy and your commitment to small business!

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