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Manager, Business Retention and Expansion



VK

 **VK** / **START**  
*HERE*

## Why “Start Here”

- Met with over 250 business in 2015 resulting in nearly 400 hours of preliminary consultation alone
- Often little to no information was known beforehand for both Business and VK
- Business expectations often not matching services VK provides
- Strive for continuous improvement, efficiencies and innovation

## Constantly trying to push the envelope with Best Practices in Economic Development

- 2013 BR&E Survey formed the basis of strategy to 2018
  - Economic study 2014
  - Labor Market Study 2015
- Report Builder
- Website
- VK Venture Advisors
- Start Here



## Our Organizational Goals:

- **Easy:** Start Here will make it as easy as possible for new and existing businesses to start and expand
- **Efficient:** Optimization of meeting content and scheduling
- **Proactive:** Ongoing data collection to help VK better service business needs

## The Value Proposition:

- **Customized Solutions:** one-size-fits-all program doesn't necessarily work for all clients.
- **Connections:** connections to local, provincial and federal government
- **Business People are Busy:** The online tool is a quick, simple way to provide information to our team so we can get to work to help with the next step.
- **Confidential:** Venture Kamloops works with businesses in a confidential manner.

## **VK Start Here Process:**

- Go online to [www.venturekamloops.com/starthere](http://www.venturekamloops.com/starthere) or access the button from the home page.
- Process takes about 10 minutes to fill out the online form with business details.
- A meeting will be set up to get things in motion  
~or~
- The entrepreneur will be redirected to resources to help them prepare for a future meeting with VK



## **VK Start Here Process:**

- The form itself changes and adapts depending on the response of the individual
  - This ensures that the business is matched with the best possible team member for the meeting
- Major deal breakers are identified before a meeting even takes place – saving everyone's time
  - Gentle redirect that does not slam the door, but instead helps the client to better prepare, so that we are able to help them in the future.
- Data is automatically collected and uploaded to CRM software



## Outcomes:

- Less wasted time for both the client and the staff
  - This results in better utilization of limited resources
- Better client interactions
  - We are able to deliver more value in the first meeting
  - More likely to generate a return visit
  - More likely to result in positive referrals to other businesses in the community
- Better metrics for the organization
  - The community feels that the Ec.Dev. Office is a good use of government resources.

## Contact Information

Name:

Phone:

Email:

How did you hear about Venture Kamloops *(select all that apply)*:

- Radio
- Friend/Family
- Website
- Other, please specify:

To better help us serve you, please select one of the following options:

- This a new business idea or this business has been operating for less than 2 years
- This is an existing business that has been operating for more than 2 years



## Are You Prepared to Start a Business?

**A business plan is vital to the success of a new business and is absolutely necessary to have in order to secure financing.**

Do you have a business plan or are you prepared to write one?

- Yes  
 No

**All financial institutes will require a business owner to put in at least 25% equity to help secure financing.**

How much money will you require to start your business?

\$

Do you have \$ to put into your business?

- Yes  
 No

**On average, most entrepreneurs work 60 to 80 hours a week in the first year and their business often does not turn a profit for the first year.**

Are you prepared to commit this time and effort to get your new business venture up and running?

- Yes  
 No

**It is very hard for new businesses to compete in an established market.**

Have you researched your idea? (ex. market research using Google as a resource)

- Yes  
 No

NEXT

## Congratulations!

It looks like you are ready to meet with Venture Kamloops to start talking about your new business idea or for help with your existing new business.

Please write a brief overview of your business (1500 characters max.):

Which services are you interested in learning more about? (select all that apply):


- Financing and securing capital
- Licensing and permitting
- Expanding or growing your business
- Relocating your business
- Business succession planning / support

Professional support including:

- Accounting
- Legal
- Marketing
- HR consulting
- Business insurance
- Management consulting/coaching
- IT or website development
- Other, please specify:

**NEXT**

It looks like you are not quite ready to meet with Venture Kamloops regarding your new business. It takes time, commitment, the right personality and business skills to start and run a small business successfully. Here are some helpful links to assist you in getting ready:

- [Government of Canada – starting a business](#) 
- [Small Business BC](#) 
- [Canada One – starting a business](#) 
- [Guide to Canadian small business](#) 

**Would you like to be added to our quarterly email newsletter distribution list?**

Fill out the form below to receive updates.

**First Name**

**Last Name**

**Your Email**

Submit



**VK** / **START**  
*HERE*

**VK**

### Tell Us About Your Business

Please write a brief overview of your business (1500 characters max.):

How many employees do you currently have?

Which industry is your business associated with?

General Business

If you selected "Other", please specify:

Which services are you interested in learning more about? (select all that apply):

- Financing and securing capital
- Licensing and permitting
- Expanding or growing your business
- Relocating your business
- Business succession planning / support

Professional support including:

- Accounting
- Legal
- Marketing
- HR consulting
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Other, please specify:

NEXT



Thank You