



Placemaking & Entrepreneurial Ecosystems

CEED
Innovate | Create | Scale

VISION

A vibrant Nova Scotia where all people are empowered to achieve their entrepreneurial potential

MISSION

CEED delivers innovative support and educational solutions that empowers and enables entrepreneurs to progress toward their full potential in a robust entrepreneurial community.

CORE VALUES



Impact



Innovation



Community



Accountability



Inclusivity

Programming



Business Advisory Services

- CEED has supported over 5000 entrepreneurs and doesn't plan on slowing down.

Supporting Your New Business

- Have a business that has been open for under 1 year and need help scaling

Supporting Your Existing Business

- Have a business that has been open for over a year and need help scaling

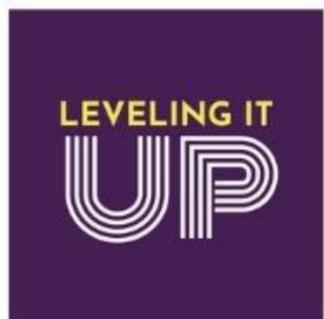
Starting Your Business

- Turn your idea or side-hustle into a full scale business



Breaking Barriers, Building Businesses: Our Commitment to Women Entrepreneurs

Empowering diverse and under-served women entrepreneurs by providing them with the tools, knowledge and connecting to take their business to the next level.



Leveling it UP

Join our monthly information session via. [Click here to learn more!](#)

[Click here to apply!](#)

Focussing On Values

Increasing the range of housing choices in or near Main Street areas

Locating missing middle housing options near walkable Main Streets means that a greater variety of people can reach Main Street area destinations.

See the Ideas Book (page 38) for more information on Main Streets for Movement and Main Streets as Places



Elmsdale (Photo: FBM)

Supporting entrepreneurs and small businesses

Main Streets that have a well-organized business community, and suitable spaces near other businesses and destinations provide ideal locations for entrepreneurs to find spaces to set up a business and bring in customers.

Fostering a sense of place (placemaking)

Main Streets are the unique front door to your community because they have a history to tell, as well as locally owned shops, and cherished public spaces for socializing friends, neighbours and visitors.



Open Air Gallery Pugwash (Photo: Chronicle Herald)

Recognizing equity-seeking groups and a range of life situations

Continuing to today, some individuals and groups have tended to hold more influence and decision-making power over the shape of our communities, while others have had less. If those who are represented in your group tend to be influential, there is a risk of perpetuating the outlooks of the traditionally well-represented, and not incorporating the views of equity seeking groups.

As authors, we commit to re-learning the history of Nova Scotia in recognition of historic and contemporary wrongs done to Indigenous peoples, African Nova Scotians, and people of colour. Racialized communities, along with people who identify as LGBTQ2+, newcomers, youth, low-income communities, and those with disabilities have traditionally been under-represented in positions of power and often do not see themselves reflected in influential groups and decision making about the future of their community. We strive to build reciprocal relationships with communities built on mutual trust and respect. We encourage you to do the same.

(For more, see also Step 3 Perspectives on your Main Street and 5a Planning the Community Conversation)

Entrepreneurial Ecosystems

- Strategic alignment of public & private efforts to foster entrepreneurship
- Every place has an ecosystem but does it function in a way that supports entrepreneurs
- The importance of place is often missing from the dialogue around Entrepreneurial Ecosystems.



ENTREPRENEURIAL ECOSYSTEM

Social capital

- Informal and formal relationships
- Networking events, access to mentors & other entrepreneurs

Financial Capital

- Availability & diversity of capital at all stages of development
- Personal equity, government loans, NFPs, banks, private equity

Culture factor

- Attitudes about entrepreneurship & support for small business
- Local media, buy local programs, engagement of business with community

Education & training

- Educational programming that assist entrepreneurial development
- Experiential programs supporting various developmental stages

Government /regulatory factor

- Policies, ordinances surrounding launch and scale of business
- Red tape is a friction point in development
- Does entrepreneurship have a priority in economic development?

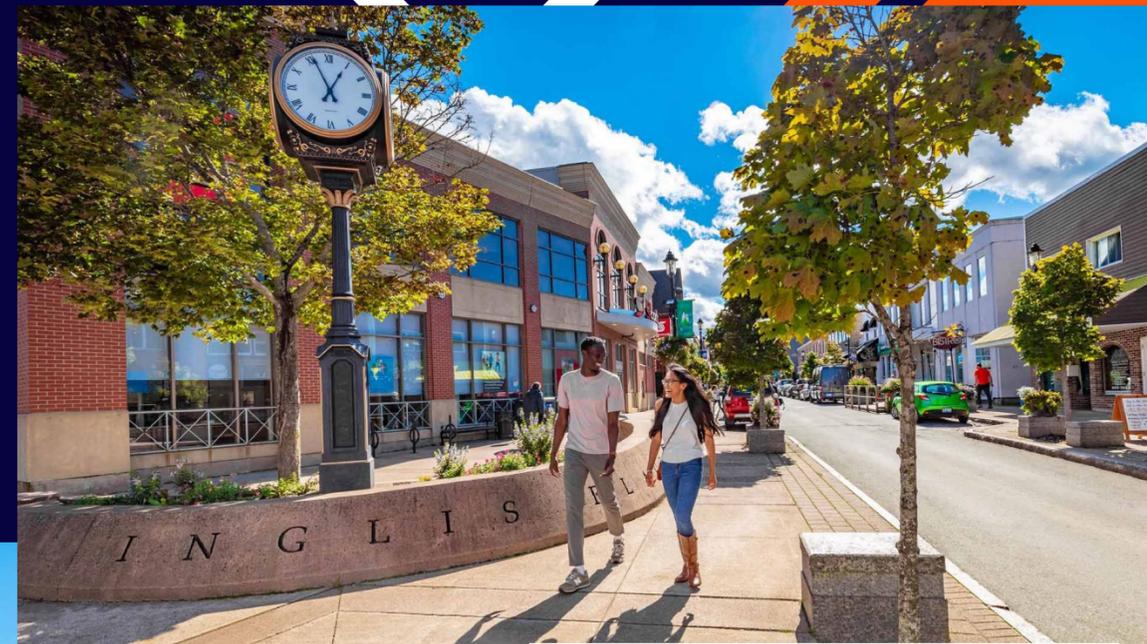
Human Capital

- Access to talent and ability to attract workers
- Equity and inclusiveness
- How do we speak to youth about entrepreneurship?

The Role of Place

Are decisions about place driving the development of an entrepreneurial ecosystem?

- Real Estate
- Launch support spaces
- Programming
- Third spaces



ENTREPRENEURIAL ECOSYSTEM

How Are We Doing In Nova Scotia?

2021 Global Entrepreneurship Monitor

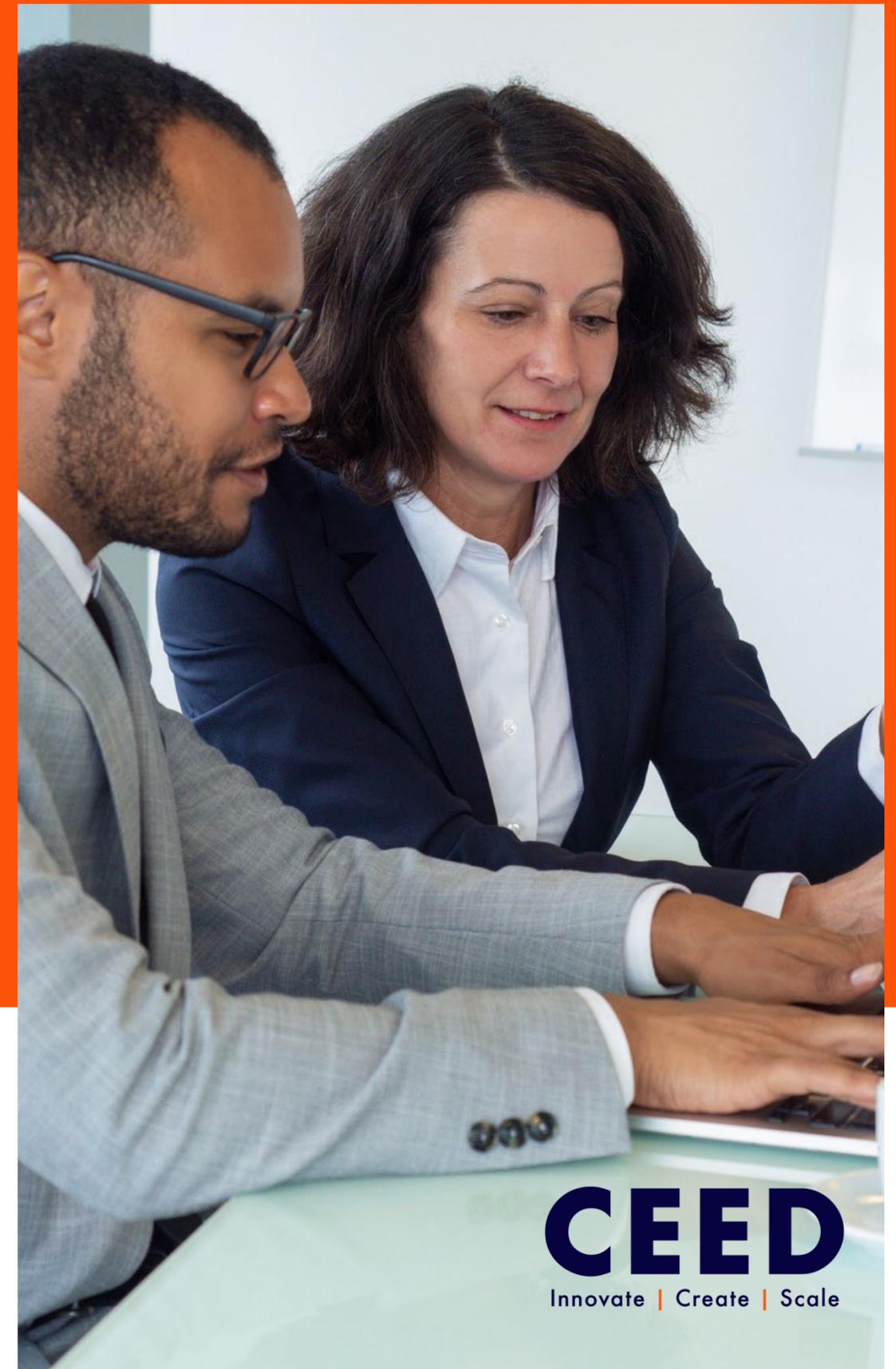
- Strength in formal institutions
- Lags behind in physical infrastructure, knowledge, culture and demand

Anecdotally, frustration expressed by entrepreneurs:

- Access to information
- Financing
- Lack of robust rural supports (anywhere outside of Halifax) including infrastructure
- Completeness of supports
- Local support for small business is generally strong, but struggling to maintain competitive position
- Startup support is strong, but little support for established businesses except in government-priority areas

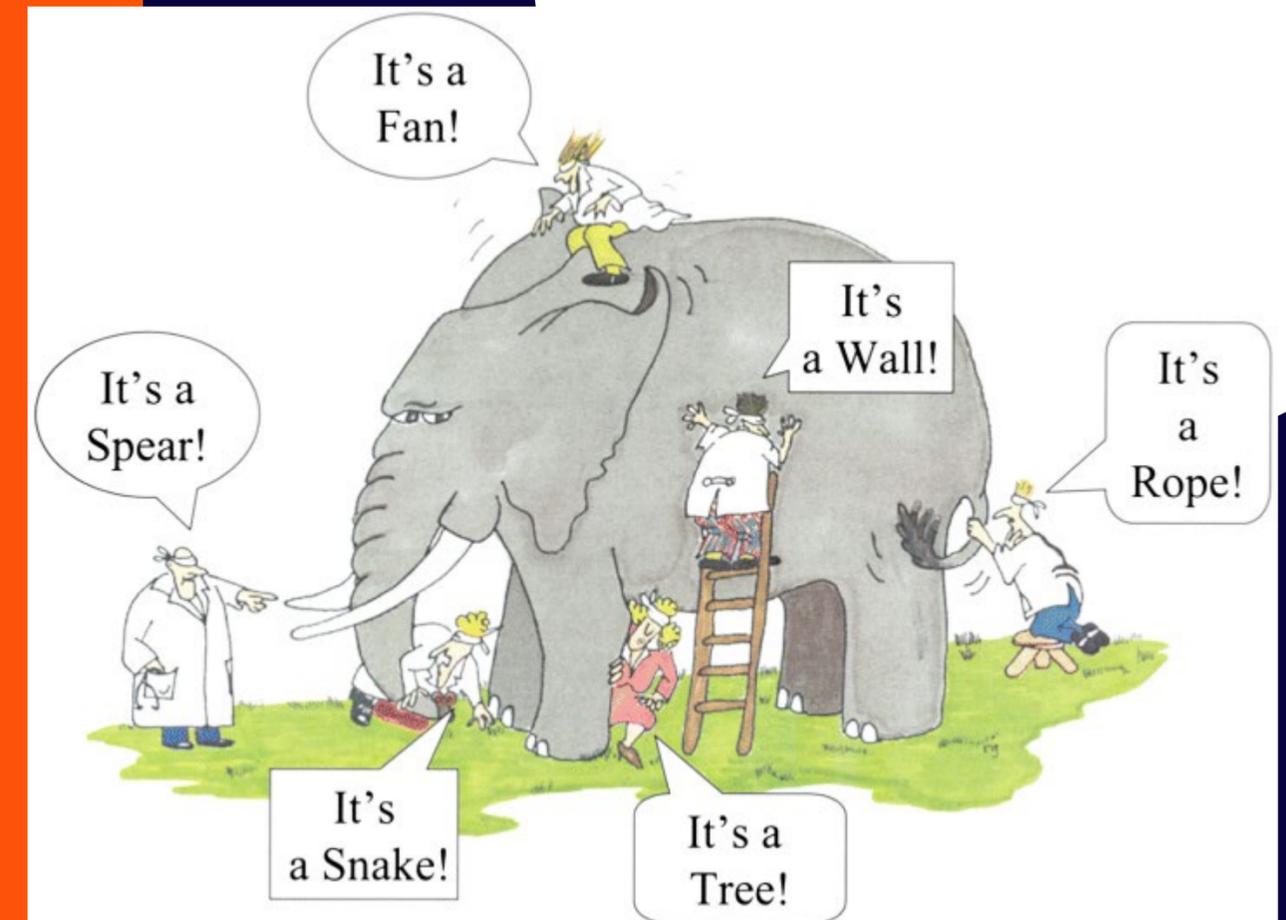
“All of the pieces appear to be in place but the results are not there”

- Sr Economic Development Official



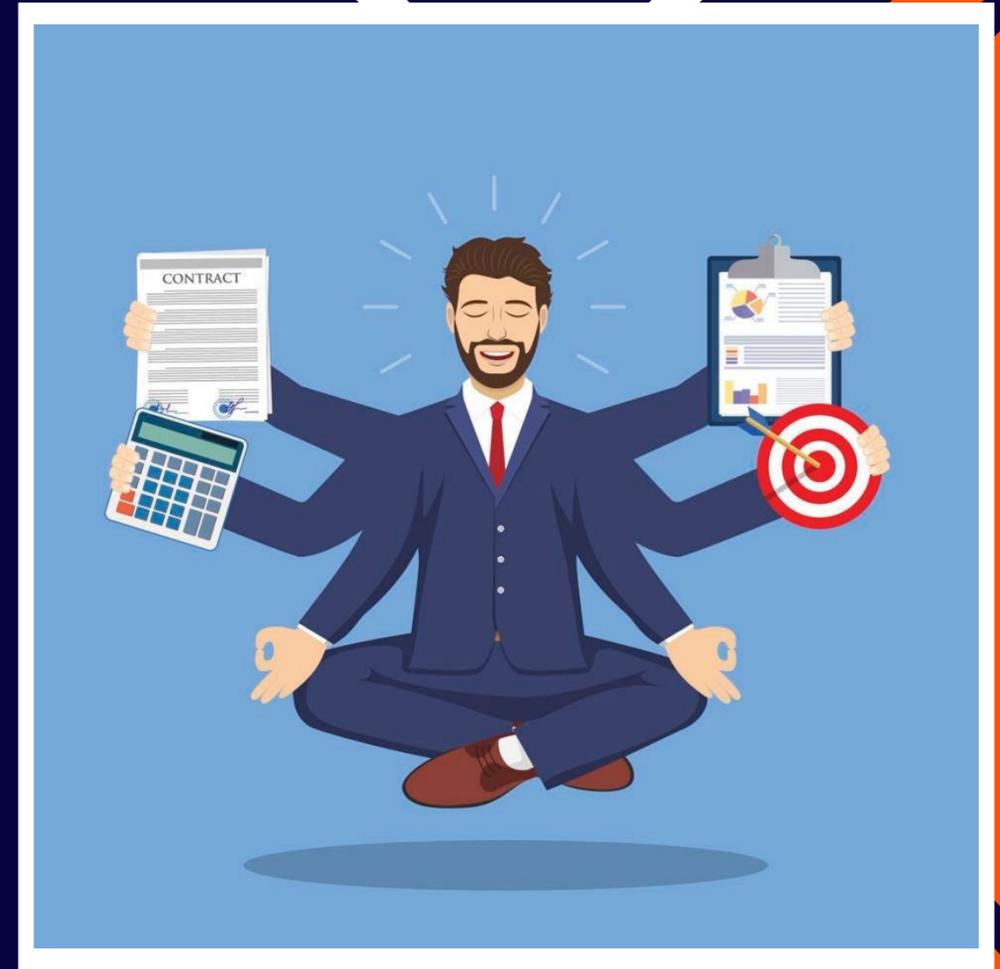
The System In Ecosystem

- Failure to take a holistic view is a fundamental challenge
- Complex systems resist reductionist thinking
- Entrepreneurial ecosystems are complex adaptive systems that emerge from interaction
- Ecosystems recycle resources
- Guided & influenced, not controlled



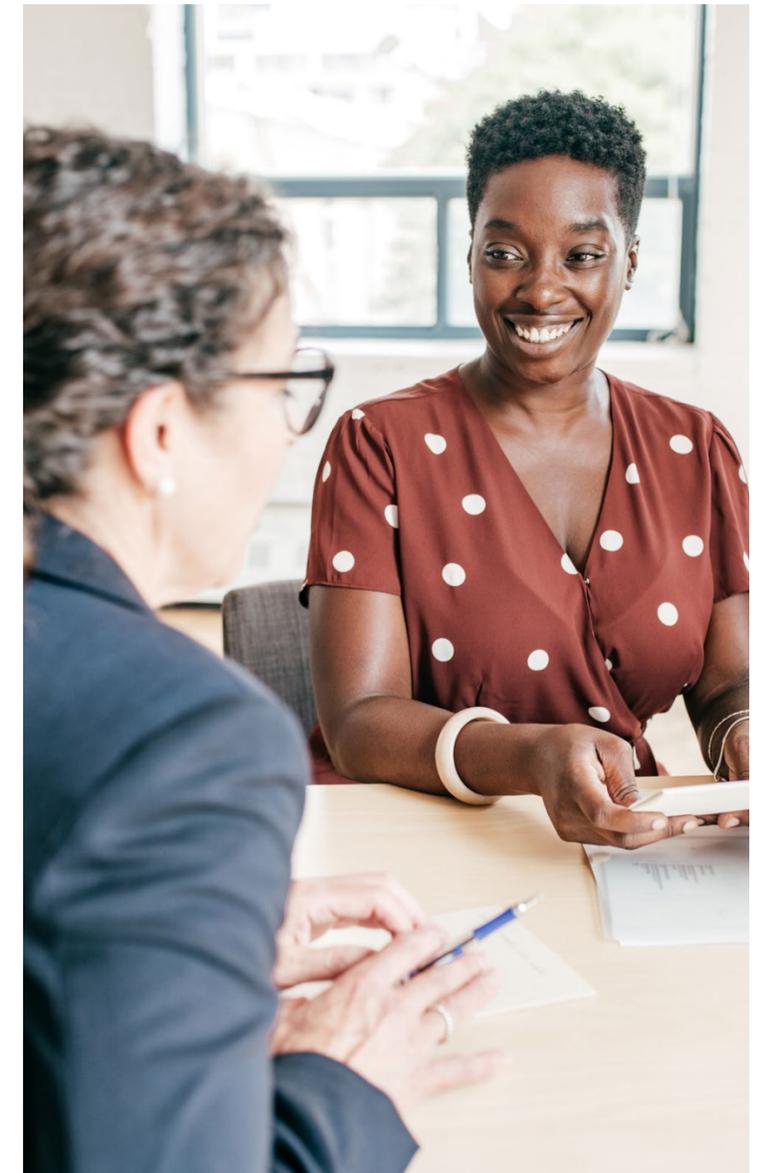
Recommendations

- Enhance the infrastructure (cell, fiber, WiFi)
- Drive innovative uses of downtown space (incubator / pop-ups / innovation work centers)
- Leverage entrepreneurship service providers
- Encourage cultural or distinctive businesses
- Recruit “third space” businesses
- Create live/work spaces
- Develop networking opportunities
- Promote and encourage entrepreneurship
- Involve entrepreneurs in decision-making
- Network the ecosystems
- Collaboration, support and openness are key



We Need Ecosystem Builders

- Many communities have the elements of an ecosystem, but they remain nascent or disconnected.
- Ecosystem builders focus on building consistent, collaborative human engagement
- Big on collaboration, low on competition
- Creating fertile soil and systems that eschew “easy fixes, straight lines and check boxes”
- To build entrepreneurial ecosystems, builders must be entrepreneurial



Threats to Main Street Entrepreneurship In Nova Scotia

- Markets are shifting and the shift is accelerating
 - Buy local vs global competition
 - Place is only a competitive advantage if the business model supports it
- Infrastructure is lagging and the track record indicates that it will continue to lag
- The state of work is changing but the game is more than scenery
- Our public school system is an entrepreneurial wasteland and this is threat to the entrepreneurial funnel
- Government policy has created a two-tiered approach to entrepreneurship with Main St in Tier 2
- Start-up is over-resourced at the expense of other developmental stages

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 - Start-up is over-resourced at the expense of other developmental stages
- An aging population means an aging entrepreneurial class
 - 2/3 of small business owners are not familiar with exit options
 - 78% have no formal transition team; 83% have no formal transition plan; 49% have done no planning at all
 - 93% have no formal life-after-business plan
 - Half of all owners need the company to stay profitable during or after transition, but 86% have not done a strategic review or value enhancement project
 - Only 18% have had a formal valuation done
 - Only 20% of the businesses listed for sale actually sell and of those that sell many sell for low or no multiple on net assets
 - In rural areas, the potential per capita loss of employment could be significant

QUESTIONS?



cmacmullin@ceed.ca



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