The Big Business of Small Business
Supporting Entrepreneurs in the Public Library

Julia Harrington, Career and Small Business Librarian
Calgary Public Library
Agenda

- Small Business and Self Employment in Canada
- Entrepreneurs and their Information Needs
- Quality Information Services for Entrepreneurs
- Library Programs for Entrepreneurs
- Community Partnerships
- Community Outreach
- Community Impact
Canadian Businesses
(3.93 million)\(^1\)

- Non-Employer Businesses (0) – 68%
- Small Businesses – Micro (1–4) – 18%
- Small Businesses (5–99) – 13%
- Medium Sized Businesses (100–499) – 0.01%
- Large Businesses (500+) – 0%

Fast Facts

- Small Businesses can be defined in numerous ways. Statistics Canada defines a “small business” as having 1–99 employees.\(^2\)

Small Businesses...

- 98% of Canadian Private Employers\(^3\)
- Employ 67% of Employees (of private enterprises)\(^3\)
- Enterprises with 0–49 employees are responsible for 30% of Canada’s Gross Domestic Produce (GDP)\(^2\)

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\(^{2}\) Key Small Business Statistics, June 2016, Statistics Canada.

Self-Employment in Canada
entrepreneurship
,æntrəprə'naire,SHip/
noun

“…enterprising human action in pursuit of the generation of value, through the creation or expansion of economic activity, by identifying and exploiting new products, processes or markets.“

~ OECD and The State of Entrepreneurship in Canada, 2010, Industry Canada
What is an entrepreneur?
Phases of Entrepreneurship

**Figure 1.2 The Phases of Entrepreneurship**

- **Potential Entrepreneur:** Opportunities, Knowledge and Skills
- **Nascent Entrepreneur:** Involved in Setting up a Business
- **Owner-Manager of a New Business** (up to 3.5 years old)
- **Owner-Manager of an Established Business** (more than 3.5 years old)

**Conception** → **Firm Birth** → **Persistence** → **Discontinuation of Business**

~ 2015 GEM Canada National Report
Community Poll

Which is your largest audience group? (Business programs and services)

- Potential Entrepreneur: Opportunities, Knowledge and Skills
- Nascent Entrepreneur: Involved in Setting up a Business
- Owner-Manager of a New Business (up to 3.5 years old)
- Owner-Manager of an Established Business (more than 3.5 years old)
Early Stage Entrepreneurs

**AGE**
- 55–64: 13%
- 45–54: 20%
- 35–44: 21%
- 25–34: 22%
- 18–24: 24%

**GENDER**
- Male
- Female

**EDUCATION**
- Post. Sec. Degree
- Some Post. Sec.
- GED
- Some Sec.

~ 2015 GEM Canada National Report
Library Business Patrons?
Library Business Patrons
Wide Variety of Business Ideas

- Yoga studio
- Food truck
- Oil and gas consultant
- Kombucha manufacturer
- Selling to stores
- Home renovation contractor
- Franchise owner
- Management consulting
- Importing handicrafts (scarves, etc.)
- Dental laboratory
- E-commerce, make up brushes and accessories
- Online cosmetics website for minorities
- Civil engineering
- Painter/construction
- Technical writing
- International real estate/trade
- Reno/construction
- Coffee cart
- Pharmacy
- Construction
- Pet food supply store
- Speed dating service
- Holistic wellness
- Tech app for oil and gas marketing
- Institution of tutorials
- VOIP
- Oil and gas equipment manufacturing
- Caregivers for elderly
- Telephony
- Psychic, spiritual guidance
- Esthetician
- Retailor for t-shirt, hoodies
- Electronic dance
- T-shirt line
- Online marketing
- Hockey skates invention
- Apps for engineers
- Onsite apparel
- Jewellery design and retail
- Graphic design and photography
- Coffee shop/restaurant with playground (ex. Chuck E Cheese)
- HR and Management consulting
- Online rating site
- Bringing sauces to market
- Food processing industry
- Carpentry, finished cabinets
- Perfumery
- Vintage e-retail
- Software developer
- Human resources consultant
- Restaurant
- Day home
- Bakery
- Fish importer
- Salon
So what do Public Libraries offer Entrepreneurs?

- Info/Education Resources
- Information Support
- Research/Tech Training
- Biz Education or Networking

- Meeting Spaces
- Office Equipment/Supplies
- Innovation Supports
- Expert Advice (ex. Consult.)
## Entrepreneur Information Needs

<table>
<thead>
<tr>
<th>Potential Entrepreneurs</th>
<th>Nascent Entrepreneurs, Setting up</th>
<th>Owner – Manager of a New Business</th>
<th>Owner–Manager of an Established Business</th>
</tr>
</thead>
<tbody>
<tr>
<td>Business Idea/Product Coaching</td>
<td>Info on how to start and run a business</td>
<td>Info on how to run a business</td>
<td>Info on how to run a business</td>
</tr>
<tr>
<td>Self–Assessment</td>
<td>Product to market</td>
<td>Financing</td>
<td>Financing</td>
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<tr>
<td>Info on how to start and run a business</td>
<td>Business planning or modelling</td>
<td>Sales</td>
<td>Business planning IF needed for financing</td>
</tr>
<tr>
<td>Business planning or modelling</td>
<td>Financing</td>
<td>Product to market</td>
<td>Sales</td>
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<td>Financing</td>
<td>Sales</td>
<td>Suppliers</td>
<td>Suppliers</td>
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<td>Suppliers</td>
<td>Networking</td>
<td>Networking</td>
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</table>

### Info on How to Start or Run A Business

Examples may include:
- Registration, Licensing/Regulations, IP, Business Structures, Taxes, Legal Issues, Employment, Contracts (Ex. Lease), sales, marketing, suppliers, financials, etc

### Business Planning or Modeling

Examples may include:
- Industry Research, Market Research, Competitor Research, Competitive Positioning, Marketing, Operations, Financials, etc
# Key Resources

<table>
<thead>
<tr>
<th>Public Library Resources</th>
<th>Free Online Resources</th>
<th>Community Resources</th>
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<tbody>
<tr>
<td><strong>Print:</strong></td>
<td><strong>National:</strong></td>
<td><strong>Government:</strong></td>
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<tr>
<td>General Business Books</td>
<td>Innovation, Science and Economic Development Canada (Industry Can.)</td>
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<td>Industry Specific Books</td>
<td>Federal Ministries/Serv.</td>
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<tr>
<td>Corporate Manuals</td>
<td>Canada Revenue Agency</td>
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<tr>
<td>Industry Directories</td>
<td>Canadabusiness.ca</td>
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<td>Industry Magazines</td>
<td>NAICS codes</td>
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<td><strong>Provincial:</strong></td>
<td><strong>Sm. Bus. Enterprise Centres</strong></td>
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<td>Provincial government</td>
<td><strong>Business Advisory Serv.</strong></td>
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<td>Business Info. Services</td>
<td><strong>Employment Centres</strong></td>
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<td><strong>Accelerators</strong></td>
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<td><strong>Local:</strong></td>
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<td>City websites</td>
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<td>CED orgs, Chambers</td>
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<td><strong>Industry/Non-profit:</strong></td>
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<td>Associations</td>
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<td>White papers</td>
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<td><strong>Electronic Databases:</strong></td>
<td><strong>Non-profit:</strong></td>
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<td>Company Directories</td>
<td>Local CED/Start-Up Orgs.</td>
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<td></td>
<td>Company Research</td>
<td>National business supports (ex. Futurpreneur)</td>
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<td>Business Literature, particularly: Canadian Industry &amp; Market Research Reports</td>
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<td>Canadian Demographics</td>
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<td>Newspaper/Magazines</td>
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<td>Business E–Books</td>
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<td>Accelerators</td>
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<td><strong>Universities/Colleges:</strong></td>
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<td>Academic Libraries</td>
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<td>Campus Accelerators</td>
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<td>Innovation Centres</td>
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Providing Information Support

Information Consultation

Information Desk

Email/Phone/Chat

In the Library

Program/Outreach

Social Media
Information Consultations

Request/Schedule
- Patron Requests Information Support
- Schedule A Convenient Time/Method, Confirm Details

Refer. Interview
- Meet/Greet + Reference Question Sheet (if applicable)
- Context (Business, Phase, etc) + Business Questions/Needs

Inform
- Provide resources and tactics to answer their business needs and questions. Act as an ambassador. Promote the library.

Follow Up
- Enter Consult Statistics
- Follow up email with (additional) info + gentle promotion
- Friendly invitation to return for more help, ask for feedback

*Handouts: Patron Consult Form, Patron Consult Evaluation
Policies

No Business Advice

E-Resource Policies
Entrepreneur Profile

“High-Tech Mom-preneur”
Community Share

Turn to your neighbour. Share an experience with an entrepreneur (preferably a library information experience). **What can your experience tell you about entrepreneurs and their information needs?**
Library Programs

- Small Business Info Sessions
- Self-Employment Workshops
- Library Business Research Classes
- Business Networking
- Major Partnered Events
- Innovation Programs
SMALL BUSINESS TUESDAYS

Registration starts Monday, December 19.
All programs are 75 minutes, start at 6:30 pm, and take place at Central Library.
See Careers and Small Business and Idea Lab for more entrepreneur-focused library programs. For additional resources for job seekers and entrepreneurs, visit librarybusiness.ca.

Business Advice from Futurpreneur
Join Futurpreneur as they share their passion for entrepreneurship and provide advice on how to start and expand a small business.
Tuesday, January 10

Six Steps to Grow Your Business
Turn your business from a job to an asset. Learn how to make more, work less, and plan better. In partnership with Business Edge Coaching.
Tuesday, January 24

Corporations
Learn about corporations - including what they are, how they function, and how to set them up appropriately. In partnership with Calgary Legal Aid Society.
“Small Business Week”

Major Partnered Events
Community Share

Take out the community share sheet provided. Write down **ONE** great public library program idea for entrepreneurs.
Place your great idea in one of the Calgary Public Library bags at the exits. Your great ideas will be shared on the conference website.
Building Effective Community Partnerships
Finding Alignment

Know Your Community
Understand Local Entrepreneurs ~ Understand the Local Entrepreneur Ecosystem

Know Yourself
What does the Library offer to a) local entrepreneurs and b) community partners?
What are your strengths, weaknesses, and limits?
What is your brand?
What are your strategic objectives?

Know the Opportunity
Alignment:
• Needs match each other’s resources
• Shared Clients
• Shared Goals
• Brand Match
• Mutual Benefit

Know Your Partner
What does the Partner offer to a) local entrepreneurs and b) community partners?
What are their strengths, weaknesses, and limits?
What is their brand?
What are their strategic objectives?
A Challenge and an Opportunity
Networking Events

“BizConnections, 2014-2015”
<table>
<thead>
<tr>
<th>Potential Partner</th>
<th>Example</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Local (Free) Self-Employment Programs and their Orgs</td>
<td>Sm. Bus. Enterprise Centres</td>
</tr>
<tr>
<td>• Government Employment Agencies</td>
<td>Employment Centre</td>
</tr>
<tr>
<td>• Non-Profits that support Entrepreneurship</td>
<td>Futurpreneur, MaRS</td>
</tr>
<tr>
<td>• Business or Industry Associations, including the local Chamber of Commerce</td>
<td>Ontario Chamber of Commerce</td>
</tr>
<tr>
<td>• University/College entrepreneur services and orgs.</td>
<td>Entrepreneur in Res.</td>
</tr>
<tr>
<td>• Business services for entrepreneurs (incl. commercial)</td>
<td>BDC, Crowdfunds, etc</td>
</tr>
<tr>
<td>• Non-profit professional services for entrepreneurs</td>
<td>Legal, Accounting, etc</td>
</tr>
<tr>
<td>• Local Media Focused Upon Entrepreneurs</td>
<td>Local Newspaper</td>
</tr>
</tbody>
</table>
Good Partnerships
Food For Thought

Take a moment to consider possible partners for your library system. Who are they? How are you a great match for each other?
Library Business Outreach

Embed into Self Employment Programs

Group Business Research Orientations

Business Networking/Partner Events

Tradeshows

Train the Trainer

Committees, Roundtables, etc
Immerse Yourself

☑ TOP TIP
The People’s Incubator
Libraries Propel Entrepreneurship

Charlie Wapner

ABSTRACT
Entrepreneurs and small businesses are widely understood to be engines of economic growth and innovation. Less well-known is how libraries advance entrepreneurship. Libraries meet the needs of aspiring entrepreneurs, of all backgrounds, in every part of our nation. Recent years have seen a rise in the number of entrepreneurs who find their initial ideas, training, and support in libraries. These initiatives are pivotal in building innovative communities, and may be the spark for the next wave of economic growth.
Community Impact
**Adult Program Evaluation Form**

**Program Title:** Six Steps to Grow Your Business  
**Presenter:** Kevin Simpson, ActionCoach, Calgary  
**Location:** Central  
**Date:** Jan. 24, 2017

**How do you rate this program?** Please circle one of the following:

<table>
<thead>
<tr>
<th>Overall program</th>
<th>Excellent</th>
<th>Very poor</th>
</tr>
</thead>
<tbody>
<tr>
<td>Relevance of content</td>
<td>10</td>
<td>3</td>
</tr>
<tr>
<td>Organization of program</td>
<td>10</td>
<td>3</td>
</tr>
</tbody>
</table>

**How do you rate the presenter?** Please circle one of the following:

<table>
<thead>
<tr>
<th>Knowledgeable</th>
<th>Excellent</th>
<th>Very poor</th>
</tr>
</thead>
<tbody>
<tr>
<td>Well organized</td>
<td>10</td>
<td>3</td>
</tr>
<tr>
<td>Invited participation</td>
<td>10</td>
<td>3</td>
</tr>
</tbody>
</table>

**How did you learn about the program?**
- Adult Program Guide
- Kids & Teens Program Guide
- Library website
- Poster / Display in Library
- Other (friend, staff, advertisement) Please specify

**What community do you live in?**

Coppelfield.

**What other kinds of programs / events would you like to attend?**

Identifying and writing out to target customers (leads).

**Do you have any other comments?**

I would like to continue... I would like to continue.

I learned a lot... I learned a lot.

**Thank you for your time and feedback.**

Please contact programming@calgarylibrary.ca with any questions.
Questions?

Julia Harrington, BA, MLIS
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Calgary Public Library
Ph: 403-774-7259
Email: julia.harrington@calgarylibrary.ca

Don’t forget to share your program Idea. Place your idea in one of the Calgary Public Library Bags at the exits.