



# The Canada-Ontario Business Service Centre (COBSC)

**“Everything you need to know about Business but don't know where to ask”**

**September 12, 2007**



# Agenda

- Introduction
- Small and Medium Size Business
- COBSC Mandate & Structure
- Key Products & Services
- Benefits for You
- Web Demo



## Small Business Facts

- Largest segment in the Canadian business population
- 98% of businesses have fewer than 100 employees



## Small Business Facts

- 80% of the net job creation between 1993 – 2003
- Small Businesses accounted for 22% of the GDP in 2005



## Small Business Facts

- 349,000 SMEs in Ontario
- Represent more than 99% of all businesses



## Small Business Facts

- SMEs generate over \$120 Billion in economic activity in Ontario
- 20% of the total value of Canada's exports in 2002



## Entrepreneurship – Popular Choice

- It is the most rewarding career path for 40% of Canadians
- 3.2 million Canadians would like to start their own business
- 950,000 of them hope to do so within one year



## Entrepreneurship – Popular Choice

- Small business owned by women is rising 60% faster than men
- “Seniorpreneurs” are the fastest growing segment in small business



# Small Business Issues

- Tax burden
- Regulatory burden
- Labour shortages
- Inexperienced Management
- Entrepreneurship education and skill training

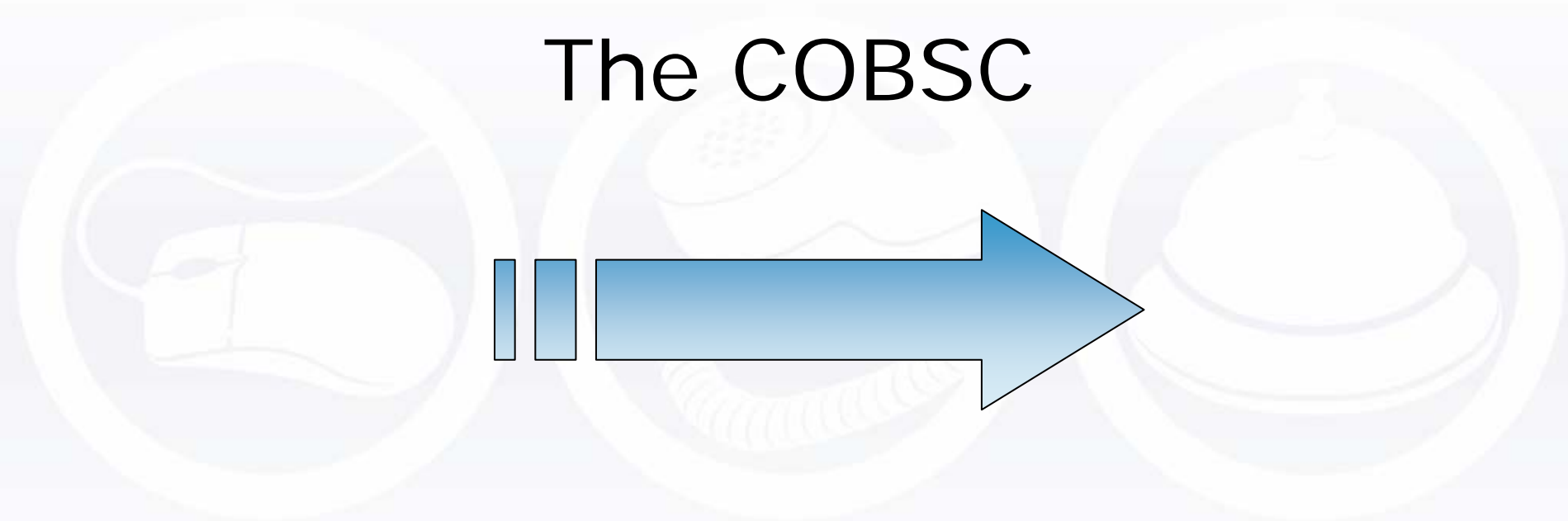


# Small Business – What They Need

- Vibrant entrepreneurial community
- Infrastructure of support for entrepreneurs and services to business



# The COBSC





# Who we are

- Joint Federal & Provincial Initiative
- Member of Canada Business



# Mandate

*To provide access to **accurate, timely and relevant** information on federal and provincial programs, services and regulations of interest to businesses in Ontario*



# Mission

- Improve Start-up / Survival / Growth
- Reduce Complexity of Information
- Enable Informed Business Decisions
- Encourage Sound Business Planning



# Governance

- Federal – Industry Canada
- Provincial – Ministry of Government Services
- Managing Partners Board
- Advisory Committee



# Who Uses Our Services



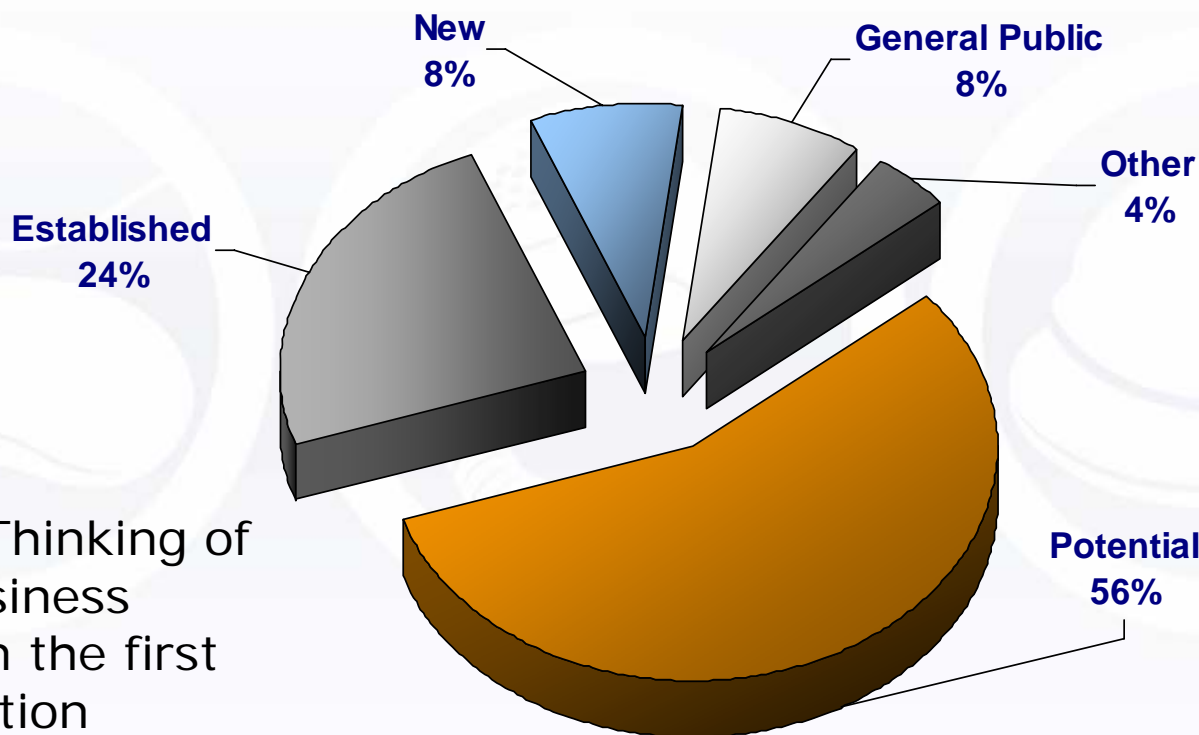


# Who Uses Our Service?

- Small & Medium Sized Enterprises
- Intermediaries
- Students
- General Public



# 2007 Breakdown of COBSC Clients



**Potential** – Thinking of starting a business

**New** – Within the first year of operation

**Established** – Beyond the first year of operation



# Key Products & Services

## **INFORMATION GUIDES**

- 30 Business Information Guides
- By Business Topic
- Top 3 - Start-Up, Financing, Taxation



# Key Products & Services

## “How To” Guides

- 13 “How To” Guides
- Industry-Specific
- Step by Step Instruction



# Key Products & Services

## Information Organized by Business Stage

- 4 Stages of Business
  1. Thinking
  2. Starting
  3. Growing
  4. Exiting



# Key Products & Services

## Client Segmentation

- Women
- Exporting
- Aboriginal Business
- New Canadians
- Persons with Disabilities
- Youth



# Key Products & Services

## Online Tools:

- Interactive Business Planner
- Business Start Up Assistant



# Key Products & Services

## Market & Business Research

- Suppliers, Competitors
- Consumer Spending
- Demographics
- Association Contacts
- 5 Day Turn Around Service
- Free Service



# Click, Call, Visit

## Click

- [www.canadabusiness.ca/ontario](http://www.canadabusiness.ca/ontario)
- Email us: [ontario@cbsc.ic.gc.ca](mailto:ontario@cbsc.ic.gc.ca)
- 24 Hour Response Time (email)



# Click, **Call**, Visit

## Call Toll Free

- 1-800-567-2345
- 8:30 am EST to 6:00 pm EST
- Immediate Service (2-3 rings)
- Friendly & Knowledgeable Agents



# Click, Call, **Visit**

## Visit Us – Regional Access Program (RAP)

- 110 Locations in Ontario
- In-Person Assistance
- Business Plan Consultation
- Library Resources



# Benefits for You

- Free
- Accurate
- Avoids duplication
- One Stop
- Saves Time



# Next Steps

- Municipal Presentations (Council etc)
- Add Our Web link to your Municipal Website
- Sector Market Research
- Content Syndication
- Promotional Material (Collateral)

**For more information, Email Dan Humphries:**  
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# The Canada-Ontario Business Service Centre (COBSC)

[“Website Demonstration”](#)



# The Canada-Ontario Business Service Centre (COBSC)

**“Giving Business Time to  
do Business”**