

ATIPP 21-252
Funding for Yukonstruct
April 1, 2019 – March 31, 2020

Yukonstruct Operational Support – \$100,000

To support Yukonstruct's ongoing operations and organizational development in advancing entrepreneurship objectives.

Co-working Space

- General operations of Yukon's only co-working space.
- In collaboration with other service providers and leveraging other grants and sponsorship, they offer programming including networking events and skill development to help entrepreneurs and organizations grow.
- Ongoing development of the space to meet members' needs.

Makerspace (Previously YuKonstruct)

- General operations of Yukon's only makerspace.
- In collaboration with other service providers and leveraging other grants and sponsorship, they offer programming including equipment use skills, safety training, youth programming, design and digital skills, and entrepreneur skill development to help entrepreneurs and makers develop their ideas.
- Ongoing development of the space to meet members' needs.

NorthLight Innovation Hub

- General operations of Yukon's only innovation hub.
- Promoting the space to attract new tenants when necessary.
- Developing a new brand and voice for the Hub and launching a communications platform.
- Ongoing conversations with ecosystem partners as to enhanced and collaborative programming to come out of the hub.
- Develop a set of desired metrics for the hub and society programs. They work with funders to establish a core set of reporting metrics to supplement their internal metrics.
- Develop an intake and referral process so the Hub acts as the front door of the ecosystem (likely CBN functions will be the initial triage)

GrowthWheel – \$25,000

GrowthWheel is a visual toolbox and online platform used by business advisors, incubators, and entrepreneurship educators to help businesses make decisions and take action. It helps startup and growth companies build their businesses through a simple action oriented process — one that stays true to the way most entrepreneurs think and work.

For the business advisor, the toolbox flexibility means that it can be fully adapted to existing advisory tools and client needs, and it can even be used by clients themselves, thereby saving time for the advisor.

The GrowthWheel framework is used to start structured conversations about a business, and helps the entrepreneur identify opportunities and challenges of the company, avoid blind spots using the framework, and identify the most important focus areas within your client's business. The wheel serves as the main checklist for what steps to take next.

GrowthWheel helps Yukon's startup and innovation ecosystem develop a standard of practice including materials and communication advice supporting Yukon entrepreneurs.

Makerspace Equipment – \$50,000

This project provides reimbursement on expenses in support of Yukonstruct's expansion of equipment to enable additional education opportunities for Yukon students in grades 7-12. In the 2019-2020 fiscal year, there were 12 school trips and 48 after-school workshops offered in the Makerspace either directly by Yukonstruct staff or partners. With this equipment, Yukonstruct aims to double the number of school trips possible. This would also benefit after-school workshops, which have largely been limited to the computer lab. With this equipment, Yukonstruct can broaden the kinds of skills children can experience in these after-school workshops.

Canada Yukon Business Network – \$40,000

(co)space (a division of the Yukonstruct Society) manages the Canada Business Network (CBN). Canada and Yukon jointly co-Chair a Management Committee for the CBN. The CBN manager is a non-voting member of the committee, who coordinates, attends and participates in quarterly meetings.

The objective of the CBN is to support community economic development through the provision of services which will offer information and advice on government, industry organization, and other business related programs and services to clients wishing to start up or expand small- or medium-sized businesses in Yukon.

(co)space is a not-for-profit organization that manages both a makerspace facility and a community-driven shared work space facility in Whitehorse. (co)space is the rallying point for the Yukon's entrepreneurial community, dedicated to fostering business development and innovation in the North. They provide access to a workspace in downtown Whitehorse, as well as programming and events that develop businesses and build community.

2019 Collision Conference - \$14,662.46

Yukonstruct attended the Collision Conference in Toronto, from May 20-24, 2019. Collision is one of fastest-growing tech conference in North America. Now in its fifth year, Collision has grown to over 25,000 attendees. Collision has become a crossroads for the world's largest

buyers and sellers of technology and works for some of the world's largest companies, including global giants KPMG, Amazon and BMW, as well as small- and medium-size businesses and startups.

Yukon Canada Business Network Project Funding – \$200,000

Funding was provided to (co)space (a division of Yukonstruct Society) to manage the Canada Business Network (CBN). Canada and Yukon jointly co-Chair a Management Committee for the CBN. The CBN manager is a non-voting member of the committee, who coordinates, attends and participates in quarterly the meetings.

The objective of the CBN is to support community economic development through the provision of services which offers information and advice on government, industry organization and other business related programs and services to clients wishing to start up or expand small- or medium-sized businesses in Yukon.

(co)space is a not-for-profit organization that manages both a makerspace facility and a community driven shared work space facility in Whitehorse, Yukon. (co)space is the rallying point for the Yukon's entrepreneurial community, dedicated to fostering business development and innovation in the North. They provide access to a workspace in downtown Whitehorse, as well as programming and events that develop businesses and build community.

Launchspace Program Development – \$50,000

- Acquire Market Validation curriculum from partner organization in Vancouver.
- Hire contractor to consult on development and launch of first cohort in September 2019.
- Run 2 pre-program workshops to recruit participants.
- Recruit 10 participants and run the fall 2019 cohort of our market validation program.
- Begin planning and preparations for Cohort #2 (to start April 2020).
- Purchase equipment needed to produce program content unique to the North.
- Work with contractor to deploy Market Validation Program content online.
- Work to develop mentorship to support the program participants.
- Assess and validate various options to provide program delivery to all Yukon communities.

The Yukon Story – \$24,950

The Yukon Story initiative sought to develop a brand for Yukon, built on Yukon values, that businesses throughout the territory will be able to use to increase sales.

This scoping exercise aimed to develop an implementation plan of the proposed Yukon Story initiative, which included development of an operations budget, core values, and governance structure, as well as, a stakeholder engagement plan.

Northern Impact Feasibility Analysis (Investment Fund) – \$25,000 – Cancelled

Design and implement a funding program.

Youth Education Equipment Support – \$50,000

This project provides reimbursement on expenses in support of Yukonstruct's expansion of equipment to enable additional education opportunities for Yukon students in grades 7-12.