

ATIPP 21-228
Funding for Yukonstruct
April 1, 2020 - Aug 3, 2021

Yukonstruct Operational Support – \$250,000

This agreement supports Yukonstruct's ongoing operations and organizational development in advancing entrepreneurship objectives.

The core funding is critical in supporting general operations and expenses in operating each of their major program areas:

Co-working Space (Cospace)

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

Makespace

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

NorthLight Innovation

- General operations of Yukonstruct's innovation hub.
- Promote the space to attract new tenants when necessary.
- Developing a new brand and voice for the Hub and launching a communication 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 (CBN functions will be the initial triage).

Launchspace

- Wrap-around services for Startup Bootcamp alumni: continued program development to fill some market validation, entrepreneurship training and early stage ideation gaps, ongoing mentorship, coaching and alumni support.
- Developing and producing an ecosystem map for Yukon entrepreneurs, and identifying the next steps after the brochure is complete. Working with ecosystem service providers to ensure they are working together in a way that better serves all Yukon businesses and entrepreneurs.

- Continuing to build partnerships in communities and explore how their programming and services can become more accessible to Yukoners in communities outside of Whitehorse. Outreach in the coming months may be limited and restricted to online only due to Covid-19, as well as some reduction in staff capacity.
- Building a strong brand and recognizable programming.
- All Launchspace programming is currently offered to members and the public for free.

Launchspace - Startup Bootcamp:

- Continue to work with a project partner to improve and develop their Startup Bootcamp program, exploring the possibility of two separate streams of focus to recruit both high growth startups and impact driven businesses with a local focus.
- Run pre-program workshops to recruit participants in summer/fall 2020.
- Recruit 6-8 participants and run the Spring 2020 cohort of their market validation program.
- Recruit 6-8 participants and run the Fall 2020 cohort of their market validation program.
- Continue to work with contractor to improve and further develop the Market Validation Program content online. The program is being created to be accessible online so entrepreneurs in the community can access the content, and so there is the possibility of running a virtual bootcamp.
- Continue to develop a mentorship pool to support the program participants.
- Continue to work with ecosystem partners to identify “next steps” for program participants, so there is a warm hand-off for the entrepreneurs that graduate.

Canada Yukon Business Network (CYBN)

The Canada Business Network is ending nationally and the CYBN services will no longer be provided under that name. These services continue to have a role and are relevant for Yukon, even with the federal CBN program being dissolved. This agreement consolidates the \$100,000 contribution from Yukon Economic Development (Business and Industry Development) into a single agreement. Moving forward Yukonstruct will transition away from the CYBN name and branding, and continue to grow this offering as Launchspace’s entrepreneurial, startup and business support services.

Hall of Innovators – \$30,000

It is envisioned that the Hall of Innovators would be an annual recurring event. This year will be the inaugural year for the Hall of Innovators award ceremony and reveal of a permanent modular installation at Yukonstruct.

Design and installation of the wall display. Marketing campaign work will include: graphic design, poster, social media graphics, Facebook/Instagram campaign and ads, radio/newspaper ads, fabricating physical awards.

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

Design and implement funding program

Entrepreneur Docu-Series – \$14,000

The Entrepreneur Docu-Series is a series of 5 minute documentaries, each featuring a different entrepreneur. A pilot run of three documentaries, allowed Yukonstruct to experiment with this format of storytelling, while providing a piece of marketing content that can be used by Yukonstruct and the featured entrepreneur.

Each documentary tells the story of one resilient entrepreneur. The story follows the subject, documenting how they run their business, the character behind the business, and the relationships that develop as a result of this career path.

Outfit Kitchen for Program Use – \$24,618.45

Yukonstruct wishes to support food-based businesses and entrepreneurs in meaningful and productive ways. Yukonstruct currently faces limitations regarding renting and providing access to the current kitchen space.

Core Funding – Project Funding – \$75,000

This funding supports Yukonstruct's ongoing operations and organizational development in advancing entrepreneurship objectives. The direct deliverables for this agreement involve financial and program results reporting.

Cospace

- General operations of Yukon's only co-working space
- Maintaining reception and front desk services for Yukonstruct members and the general public.
- Ongoing development and improvement of the physical infrastructure of the space to serve Yukonstruct members (maintaining technology, improving meeting rooms, increasing access to phone booths).
- In collaboration with other service providers and leveraging other grants and sponsorship, Yukonstruct will offer programming including networking events and skill development to help entrepreneurs and organizations connect and grow.

Makerspace

- General operations of Yukon's only makerspace.
- In collaboration with other service providers and leveraging other grants and sponsorship, Yukonstruct will 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.

- Run a minimum of 4 trainings/workshops per month.
- Ongoing development of the space and programming to meet members' needs.
- Ongoing maintenance and upkeep of all equipment and machines.
- Makespace is fee-based membership, and makespace programming is fee for service.
- Pricing varies workshop to workshop, and average fee per workshop is approx. \$60.

Startup and Support Programs

- Act as the “front desk” of the business support network in the Yukon. This service is called Pathfinding and is outlined in more detail on Yukonstruct website.
- Continuing to develop and maintain an ecosystem map for Yukon entrepreneurs.
- Working in partnership with ecosystem service providers to ensure Yukonstruct’s collaborating in a way that serves all Yukon businesses and entrepreneurs.
- Continuing to build partnerships in communities and explore how the programming and services can become more accessible to Yukoners in communities outside of Whitehorse.
- Building a strong brand and recognizable programming (Entrepreneur Speaker Series, Lunch and Learns, networking).
- All Business support programming is currently offered to members and the public for free.

Northlight Innovation

- General operations of Yukon’s only innovation hub.
- Promoting the space to attract new tenants when necessary.
- Developing a voice for the Hub and launching a communications platform for collaborative events, such as the annual Yukon Innovation Week.
- 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. Yukonstruct will work with funders to establish a core set of reporting metrics to supplement our internal metrics.
- Operating and promoting an intake and referral process so the Hub acts as the front door of the ecosystem.