



Mandate

PARO is dedicated to increasing the economic independence and self-sufficiency of women and their families; especially those with low or moderate income.

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- ## PARO
- PARO Centre for Women's Enterprise plays an important role in the lives of women across Northwestern Ontario
 - PARO provides many supports to women, including: training workshops and seminars, business development counseling, job and training linkages, marketing and networking opportunities, and other related events.
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PARO Centre for Women's Enterprise PROGRAMS in the Region

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- ## Making a Difference
- Group sessions and individual counseling
 - Resume development
 - Opportunity to join PARO groups
 - Access to small business loans and ongoing support
 - Opportunity for networking and marketing
 - Computerized on-line training
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- ## Making a Difference
- Making a Difference is designed for women who:
- Need training or capital for business start-up
 - Are underemployed or unemployed
 - Have no source of income or low income
 - Are frustrated in the workforce
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The Accelerator

- PARO's Advanced Business Program
- Flexible workshops, mentoring, expert coaching, web and tele-classes
- PARO Circles and Peer Loans
- A "one stop shop" of resources
- Affordable program to build skills, knowledge and capacity as a business owner
- Incubator space and office equipment

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The Accelerator

The Accelerator is for women who:

- Need financing
- Your marketing plan is not working
- Too much or not enough business
- Need a mentor and/or support
- Need info. for importing/exporting, staffing, franchising, etc.

REQUEST AN APPLICATION FORM

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Northern Opportunities for Women

PARO is on the Road

Bridging the Gap throughout the Region

- Links to employment and training
- Personal and career development
- PARO Circle start-up and support
 - Small business loans

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Women's Enterprise Centre

Bringing Services to Women in Thunder Bay and the Region

- Business counseling
- Business Plan Development
 - On-going support
 - Mentoring
- Workshops and resources

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PARO CIRCLES & LOANS

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CIRCLES

What is It?

- Small groups (4-7) of women
- Self selected (no immediate family)
- 18 years of age or older
- In business or prospective entrepreneurs
- &/or believe in "women helping women"
- Regular monthly meetings
- Approve peer loans for other members

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CIRCLES

Why are circles important to PARO?

- Grassroots women-centered community economic development organization
- Members participate with strategic planning input
- PARO board of directors are made up of circle members
- Small business loans are approved by circle members

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CIRCLES

What are the benefits of being a circle member?

- Opportunity to access/share business knowledge
- Access to a variety of perspectives and experiences
- Entitled to discounts and reduced rates for PARO events and rentals
- Peer support, mentoring, & encouragement.
- Peer pressure becomes peer support.

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LOANS

What are peer loans?

- Small business loans
- Peer members approve
- Offers control and ownership over loan process and repayment
- Encourages peer support
- Encourages community participation

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LOANS

Why apply for a peer loan?

- No or poor credit history
- No collateral or cash equity
- Amount of loan is too small for a bank to consider
- Apprehensive about approaching a traditional financial institution
- Seeking training & coaching in addition to credit

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LOANS

Loan Specifics

Stage #	Loan Amount (\$)	Term	Monthly Payment (\$)
1	500 or 1000	9 months	120
2	1500 or 2000	18 months	120
3	2500 or 3000	27 months	120
4	5000	27 months	220

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ABORIGINAL BUSINESS CANADA
ENTREPRISE AUTOCHTONE CANADA

- Indian and Northern Affairs Canada program
- Promotes establishment and growth of Aboriginal enterprise
- Provides financial support in the form of non-repayable contributions (not grants). Sometimes contributions are repayable

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Youth Entrepreneurship – Criteria

- Between 18 & 35
- Aboriginal heritage – Status or Non-Status, on & off Reserve
- Have minimum 10% cash equity for total project costs

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Supported Activities for Youth

- Establish, acquire or expand a business in any industry;
- Market your business or expand into new markets;
- Develop specific management skills; and
- Obtain other sources of financing.

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Over 36 Years of Age

- For first-time entrepreneurs planning to start or purchase a business, or existing business owners proposing to carry out a commercial activity for the first time, Aboriginal Business Canada's (ABC) support falls into four categories

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ABC Supported Categories

1. Tourism – destinations & attractions, accommodations, transportation, food & beverage
2. Manufacturing – companies that transform materials into new products (includes sewing)
3. Business Services – most sell expertise
4. Business Opportunities linked to Major Developments

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ABC will also consider support for marketing and information technology needs if your business does not fall into one of the four categories

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ABC Contacts

- Treaty 3 Area – Stacey Jack 1.807.274.8531
- Rest of the north, including Thunder Bay
 - Anna Vovk – 1.800.465.6821
 - Wally Bannon – 1.800.465.6821

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Nishnawbe Aski Development Fund

Nishnawbe Aski Development Fund (NADF) is a non-profit, independent, Aboriginal-owned and operated financial institution that provides business and financial services to Aboriginal people living in remote, non-remote, and urban communities across Northern Ontario. The main office is in Thunder Bay.



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NADF Provides

- **Business support (planning/counselling) and developmental lending services to clients**
 - Nishnawbe Aski Nation
 - Treaty #3
 - Robinson-Superior 1850
 - Metis

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Products & Services

- **Business Financing (through ABC & FedNor Programs)**
- **Business Development and Support**
- **Youth Entrepreneurship Development and Support**
- **Community Economic Development and Support**
- **Resource Sector Support Services**
- **Contribution Financing through Aboriginal Business Canada**

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NADF Contact

- **Colleen Martin –**
1.800.465.6281
cmartin@nadf.org



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Application for Grants/Loans

Applications for business grants or loans have specific requirements before your application can even be considered.

- **Business Plan**
- **Financial Forecasts**
- **Equity Investments**
- **Financially Viable Business Idea**

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How can PARO help?

PARO can offer assistance in:

- **Business Plan development**
- **Financial planning and forecasting**
- **Market research assistance**
- **Establishing mentoring partnerships**
 - **Skills and training**
- **Access to PARO Circles**

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Business Plans

Every business plan starts with basic information:

- A description of your business, product and/or service
- Identifies your market/customer and supporting information (statistics, customer surveys, etc.)
- Identifies plans for marketing, buying, business policies and spending.

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PARO can help you develop your business concept, provide a business plan template, assist with the market research and organization of the plan.

We can also work with you and your funder to adapt your working plan to fit their funding requirements.

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Financial Forecasts

Financial forecasts are important for planning spending practices, developing working budgets, determining if your prices will meet your needs, planning for how much business you need to meet your business requirements and to demonstrate your viability to funding and lending organizations.

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We can offer assistance and training in areas of bookkeeping, financial forecasting, budgeting and development of a solid three year financial forecast – including cash flows, income statements, balance sheets, loan amortization and depreciation schedules.

All of these are vital components of receiving business funding!

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Market Research

Identify your market and support your statements!

We can assist you in developing surveys, finding supporting statistics and identifying alternative markets for your product/service.

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Mentoring

PARO can offer support and mentoring through our membership.

We have women throughout the region willing to share their knowledge, experiences and assistance to others just starting out or looking to expand and grow their business.

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Skills and Training

PARO's mandate includes offering business related training and skill development.

While many of our services are offered in Thunder Bay, we strive to bring these sessions into the region (both East and West) and when possible, offering participation via video/tele-conferencing.

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PARO Circles

Circles offer:

- Development of business contacts, partnerships and collaborations
- Mentoring opportunities
- Small loans:

These loans can be used on their own, or as collateral for larger loans or grants

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CONTACT INFORMATION

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