

On a roll

With some help from an entrepreneurial organization, Halifax students take the business world by storm

SOME YOUNG Halifax-based entrepreneurs went on a winning streak this spring.

Alex MacLean (right), the brains behind the über successful East Coast Lifestyle Clothing Inc., won the Enactus Canada Student Entrepreneur National Competition this spring. The win also qualified the Halifax native and Acadia University student to attend the Global Student Entrepreneur Awards in Washington, D.C., where he was up against 43 other budding student businesspeople from around the world. MacLean couldn't duplicate his win at the global competition, but he did finish an impressive second overall.

Meanwhile, a team of Saint Mary's University students won the BDC Entrepreneurs First Project Partnership Best Project during the spring as well. The competition is designed to give teams affiliated with the Enactus organization across the

country the skills and resources to make a meaningful difference in their communities through entrepreneurship. The team won the award for "The Startup 100" project, which provided young people with the chance to design, plan and implement business ideas to reenergize their local economies.

But what is Enactus exactly? It's a national organization supporting entrepreneurship and social innovation through student-led community empowerment projects and student entrepreneurs. MacLean's business came about through a project he was doing for his entrepreneurship class at Acadia where he set out to sell 30 East Coast Lifestyle hoodies in 2013. Since then, over 250,000 of his company's products have been sold and MacLean has high praise for Enactus, saying it's the "best entrepreneurship program in Canada."



What is Enactus?

It's a national organization supporting entrepreneurship and social innovation through student-led community empowerment projects and student entrepreneurs.

LEASE OPPORTUNITY



Location:

Lewisporte, NL

3-13 Premier Drive, 11KM from TCH

80,000 SF heated warehouse space

100,000 SF including offices, storage

15 loading docks - 8' x 10'

1 ground level loading door - 16' x 14'

14,000 SF fenced outdoor storage area

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Cold storage capacity available
12,000 SF complete with racking storage
1.5M - 3M LBS capacity

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100 FT x 200 FT wharf area

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Facility features **24 hour monitored security, complete with motion sensors and access sensors, as well as full fire monitoring and protection systems.**



Inquire with:
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No frills

Federal budget throws a bone to Atlantic Canada's manufacturers and small businesses

THE FEDERAL GOVERNMENT'S budget features a surplus of \$1.4 billion, but it's short on bells and whistles for the Canadian business community. However, Fred Bergman, senior policy analyst with the Atlantic Provinces Economic Council, thinks the region's business community shouldn't be too hard on the feds. "It's got a razor-thin surplus for this year," Bergman says. "There were not enough funds to do more than it has done."

What the federal government has done is extend the capital cost allowance for manufacturers for investments made after 2015 and before 2026 (it was set to expire at the end of 2015.) It's also reducing the 11 per cent federal small business tax rate by 0.5 per cent every year until it reaches nine per cent by January 1, 2019.



Capital cost allowance

WHAT IT DOES: It allows manufacturers to claim a yearly deduction or depreciation on the cost of certain assets used in the business.

ESTIMATED SAVINGS:

Bergman says APEC thinks the CCA will save Atlantic manufacturers \$10.4 million in federal corporate income taxes in 2016/17, rising to \$31.3 million by 2018/19.

Bergman says:

"Extending the CCA gives companies options. If now is not the right time to expand, they can wait. It gives them time to plan."



Small business tax rate

WHAT IT DOES: Canadian small businesses have been taxed at 11 per cent of their income up to \$500,000. That will now be reduced to nine per cent by 2019.

ESTIMATED SAVINGS: APEC says the measure will reduce federal income taxes paid by Atlantic businesses by \$12.5 million in 2016/2017, rising to \$84.7 million by 2019/20.



Bergman says:

"That's a significant reduction and it's a very popular move because it impacts so many businesses."

Discover your potential at Canada's most Entrepreneurial University

The University of New Brunswick is a hotbed of creativity, innovation and collaboration — a centre for experiential learning and entrepreneurs. Our business students develop the critical thinking skills that fuel creative thinking and the insight to realize their full potential.



- Our *Concentration in Entrepreneurship* (BBA and MBA) teaches students to recognize opportunities, to pitch ideas, and to launch businesses.
- Our *Activator®* program pairs students with entrepreneurs and inventors who together take businesses from idea to start up — at least one venture is live-launched each year.
- Our *APEX Business Plan Competition* attracts student entrepreneurs from across Canada who compete for prizes in the largest competition of its kind in Atlantic Canada.
- Our *Student Investment Fund* is the wealthiest student run undergraduate fund of its kind in Canada (worth \$8M!*)
- Our Co-op and Internship programs give students real world experience to enhance their classroom learning.
- Our programs prepare students for entry into professional designation programs such as CFA, CA and CHRP.

**UNB IS THE 2014 STARTUP CANADA
POST-SECONDARY INSTITUTION OF THE YEAR.**

Rosa Chen (MBA 2015), Activator® leader, led a group of students to analyze market opportunities, prepare business plans and pitch the business idea for SimpTek Technologies, a finalist and winner of the 2015 Viewer's Choice Award in the New Brunswick Innovation Foundation's Breakthru Competition.



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Leader of the pack

P.E.I. expected to see largest growth in exports among the four Atlantic provinces

TINY P.E.I. will experience the biggest growth in exports in 2015 in Atlantic Canada, according to a semi-annual global export forecast issued by Export Development Canada (EDC).

The Crown corporation says P.E.I. exports will expand by nine per cent in 2015, “driven by the lower value of the Canadian dollar and strengthening global demand for the province’s pharmaceutical chemicals and aerospace parts,” the report says.

The news isn’t as good for Newfoundland and Labrador. Weak commodity prices for oil and minerals will be one of the main reasons the province’s exports are expected to drop by 14 per cent – the worst performance in the region. EDC also forecasts that exports from New Brunswick will decrease by 10 per cent this year, and will increase in Nova Scotia by seven per cent.

What products do the four Atlantic provinces export the most to global markets? What follows is a province-by-province look at their top exports.

Percentage of total provincial exports in 2014



Prince Edward Island

Agri-food	55%
Chemicals and plastics	9.5%
Industrial machinery and equipment	9%
Aircraft and parts	6.8%
All others	19.7%



Newfoundland and Labrador

Energy	75.3%
Metals, ores and other industrial products	16.2%
Agri-food	6.9%
Forestry	0.9%
All others	0.7%



New Brunswick

Energy	66.2%
Forestry	12.9%
Agri-food	11.7%
Metals, ores and other industrial products	3.7%
All others	5.5%



Nova Scotia

Agri-food	30%
Motor vehicles and parts	21.3%
Energy	13.5%
Forestry	12.8%
All others	22.4%

Source: EDC

With a little help from your (artistic) friends

Organization thinks the arts sector can make your business boom

LOOKING FOR an unconventional way to better your business performance and become an employer of choice? Amy Henderson and Business and Arts Newfoundland and Labrador would like to talk to you.

Henderson, who is general manager of the organization, says the goal is to develop win-win partnerships between the arts and business sectors in the province. “The first objective is that a conversation is stimulated and there’s a possibility of interactivity beyond sponsorships and gifts,” she says.

But what *exactly* can artists offer a business that will make it better? One example Henderson mentions is the “Arts To Business” directory project. The directory, expected to be released in July, will include listings of projects artists can deliver (for a fee) that could aid local businesses. The projects have been divided into six categories: fostering creativity, enhancing skills, increasing brand visibility/creativity, demonstrating employee/customer appreciation, improving quality of life and personal development and entertainment.

Henderson says when her organization, which is run by a 14-member board that includes directors from business heavyweights such as Husky Energy,



ExxonMobil, and the McInnes Cooper law firm, asked the province’s arts community to submit ideas for the directory, it got 60 project proposals. “I have one theatre director in St. John’s who wants to put on one-hour public speaking workshops for businesses,” Henderson says.

The organization was incorporated in 2011, but Henderson says it’s only been in an “active phase” since November of 2014. She hopes the work it’s doing will lead to \$50,000 being injected into the arts sector in 2014-2015 and a better awareness among businesses as to how artists can enrich their enterprises. “This is economic development,” she says. “Artists are better compensated and better valued and businesses get more from the relationship as well.”

The Kat came back (again)

New Brunswick entrepreneur on the prowl once more

IF, AS IS RUMORED, a cat has nine lives, then the one behind the defunct Miramichi-based TV and online production studio by the same name must be on his third.

Mere years after Gene Fowler, having gone bankrupt owing creditors \$2 million, buried Fat Kat Productions in a shallow grave, and launched something called Loogaroo in 2009 to pretty much carry on where its predecessor left off, the ebullient, home-grown tech and entertainment entrepreneur watched as his world once again collapsed around his ears.

A big international deal to produce a TV show for pre-schoolers fell through. A valued and trusted employee, he says, made off with \$30,000 in company funds. What's more, his wife left him and his father died.

As if to prove the adage that when it rains it pours (and that cats really don't like the water), all of this occurred between July and September 2012.

"I kind of went a little nuts," says a man who is not above exaggerating, when mood or circumstance beckon, with uncharacteristic understatement.



Then, seemingly out of nowhere, the world turned. . . again.

Bluedrop Performance Learning, based in St. John's — a publicly listed firm (TSX) that bills itself as "the largest elearning company in Canada and a global leader in the field" — asked Fowler to become its creative director, telling him that he could continue to operate from his Loogaroo offices.

It's a happy chore that he has undertaken, now, going on three years. "I handle all of the company's marketing materials," he says. "I still run Loogaroo and between this and Bluedrop, I guess we have anywhere from six to 20 people, depending on the number of freelancers we're using."

Fowler has even found love again. He and his new spouse (they're unmarried for now) have a two-month-old infant. Perhaps the other thing they say about cats is also true. When dropped from a height, they tend to land on their feet. —*Alec Bruce*

FEEDBACK

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THINK INSIDE THE BOX.

[A PACKING BOX, THAT IS.]

If you're a new startup company looking for venture capital investment, the New Brunswick Innovation Foundation (NBIF) can provide from \$100,000 to \$1 million to get you started and grow. All you need to do is pack up and bring your team, headquarters and operations to New Brunswick.

If your startup is investment ready, visit our website and contact us to speak with a member of our investment team.



NBIF.CA

YOU CAN START
THINKING OUTSIDE
THE BOX AGAIN.