

Bashaw and Area



Business Navigation Supports Project

Identifying Tech Tools For your Business



Agenda



1. Introductions
2. 5 Steps Make the Best Decision
3. Implementation Tips



Introduction



Step 1 - Create your Vision



1. Write down a date in the future.
2. Think about the current way you do something. What would make your job easier?
3. Draw a visual that shows what your job looks like on that date.
4. What has changed?
5. What value did you get out of the change?
6. How do you define success for this change?



Step 2 - Define Your Needs



1. Brainstorm everything you need
2. What problems do we need to overcome?
3. What reports/information do you need?

Business Requirements Gathering



Step 3 - Rank Your Ideas



Solutions that delivers value.

1. What you need the system to do? What is a **MUST**?
2. This would be **NICE**...



Things to consider



Who owns the data?



Where is the data kept?



Who has access to the data?



What integrations are included?



What are the features & costs?

Step 4 - Research and score the ideas

Instructions: Assign the resource a value of 1 to 5 for each characteristic. E.g for 'Vendor Competence', enter "3" under the 3 column.							
Comparison							
No.	Characteristics	Must Have OR Nice to Have	Mighty Networks	Hivebrite	Cooper	together platform	iSpring
Overall							
1	Vendor Competence, Financial Stability, Number of years in business - Trustworthiness, Good Reputation	Must Have	4.5	3.5	4.5	0	4.5
2	Ability to comply with Community Futures requirements	Must Have	4.5	3	5	0	3.5
3	Corporate values are in line with the Community Futures values - grow business through education, scalable, focus on student success, Good to	Nice to Have	4.5	3	4.5	0	4
4	Ability to have own Website & App (through a partner)	Must Have	5	4	4	0	3.5
5	Ability to provide technical support (Basic, intermediate, advanced), training sessions & videos	Must Have	4.5	3	4	0	3.5
6	Number of roles available in the system - Adminstration , Area admin , Mentor , Entrepreneur Presentors , Paid & unpaid , Marketing (nice to have) Affiliate or revenue partner (nice to have)	Must Have	5	4	4.5	0	4.5
7	Ability to offer courses in Canada	Must Have	4.5	0	0	0	0
8	Storage of data in Canada	Must Have	3	0	4.5	5	3
9	Level of data security - Low (1), Medium(3), High (4)	Must Have	4	4	4.5	0	4
10	Meets budget requirements. \$37K for 2 years	Must Have	5	4	5	0	3.5
11	Integrations with other APPS Canva? GoForth , Zoom and or Teams , Asana , MS To Do , Calendar integration ,	Must Have	4.5	0	4	0	0
Community Creation Overall							
Staff/Coordinator							
Mentors							
34	Better alignment between mentor expertise and entrepreneur	Other	3	0	5	0	2
35	Allows mentors audit entrepreneur training	Nice to Have	0	1	3.5	0	0
47	Ability to sign-up & RSVP for events	Nice to Have	0	0	3.5	0	0
Entrepreneurs							
48	Ability to be able to find additional resources related to HR, Accounting, & Legal	Must Have	0	0	4.5	0	0
49	Ability to connect with speakers?	Nice to Have	4	0	3.5	0	0
50	Notifications on the sessions & ability to populate easily in their calendars.	Nice to Have	0	4	3.5	0	0
51	Attendance, participation, success and completions tracking (including Go Forth, business plans, financials)	Must Have	0	0	3.5	0	0

Step 5 - Decide



Implementation Tips



Trial for a month?



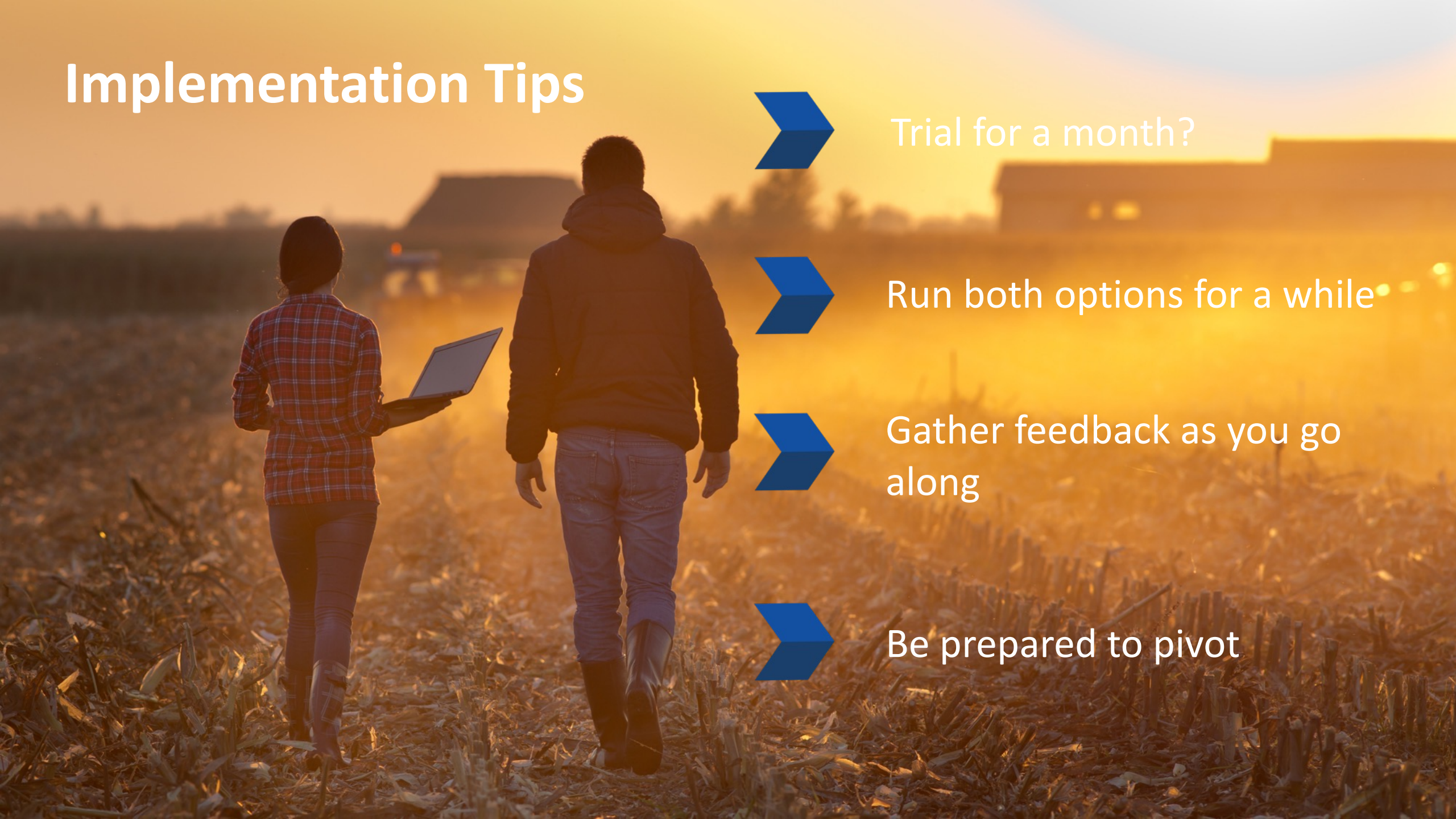
Run both options for a while



Gather feedback as you go along



Be prepared to pivot



Summary



1. Step 1 - Create Your Vision
2. Step 2 - Define Company Needs & Brainstorm Ideas
3. Step 3 - Brainstorm Ideas
4. Step 3 - Rank the Ideas
5. Step 4 - Research and Score the ideas
6. Step 5 - Decide



Other Resources



[Bashaw.Info](#)



[Business Advisors](#) - 10+ hours of free



[Resources Page](#) - Links & Community Supports.



[Workshop Recordings](#) & handouts



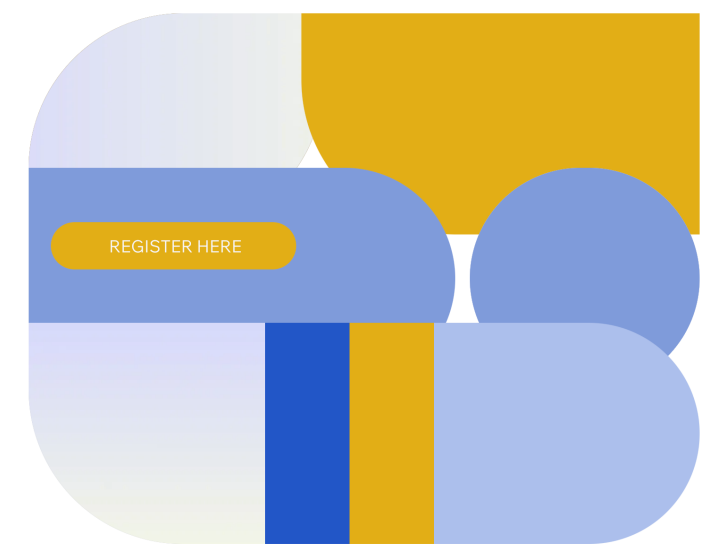
Business Navigation Supports Project

The Town of Bashaw launched the Business Navigation Supports Project in the spring of 2024 to address the unique challenges of rural businesses and provide tools to help you thrive and grow.

The Alberta government jointly funds the project through their Small Community Opportunity Program grant and the Town of Bashaw, so there is no cost to the business owner.

The project has THREE PHASES: [Needs Assessment](#), [Workshops & Coaching](#), and [Economic Development Training](#).

PHASES





Let's get your feedback
Thank you!



SUPPORT PROVIDED BY:





Alberta

Market Discovery Journey

4 - Where to find more like them? Lists & Strategies

Begin Marketing

2 - Ideal Customer Profile -
VERY DETAILED

Market Discovery

3 - Unique Value
Proposition & Unique
Selling Proposition

5 - To ICP is with
what they value
the most

1 - Lean Canvas & Customer Discovery -
Biggest problem that is the easiest to
solve

Value Proposition Canvas



Implementation Tips



1. Keep both systems
2. Test that it will do what you want
3. Is there anyone else you think I should talk to about this? Can you help me connect with them?



Derisk your idea



1. Cost of being wrong - Why not be sure before you spend time, money & effort?
2. Faster Traction - know we are after the people who want us
3. Helps you scale the idea by knowing the audience & what they want.





Look at Current Business Customers

Customer	Use Case	Active & Contract Details	Lead Source	Title of Person	# of Meetings & number of days	Company Size	Notes on the sales process



Brainstorm on Ideal Customer Profile (ICP)

ICP Name	Geography	Attributes of Company	User Title/Role	Ideal Company	Title of Economic Buyer	Answer Key questions & Validate Assumptions	Top Priority & trends	Estimated initial Contract Revenue

Unique Value Proposition



A unique value proposition (UVP) is a clear statement of the tangible results a customer gets from using your product or service.

1. We want to look at metrics and values to the statement.
2. Remove the Sham Wow! Statements...



Unique Selling Proposition



A unique selling proposition (USP) is a statement about what makes you and your company different from other vendors.

1. We want to look at metrics and values to the statement.
2. Remove the Sham Wow! Statements...



Summary

➤ Market Discovery & Research

1. Canvases
2. Focus on Customer Discovery
3. Look at past customers
4. Look at Competition
5. Build customer profiles
6. Build customer messaging

➤ Market is then very targeted & focused







NEW SECTION SUBTITLE HERE





- **THANK YOU!!**
- **Bullet Point # 2**
- **Bullet Point # 3**
- **Bullet Point # 4**
- **Bullet Point # 5**
- **Bullet Point # 6**



Information Bullet Point # 1



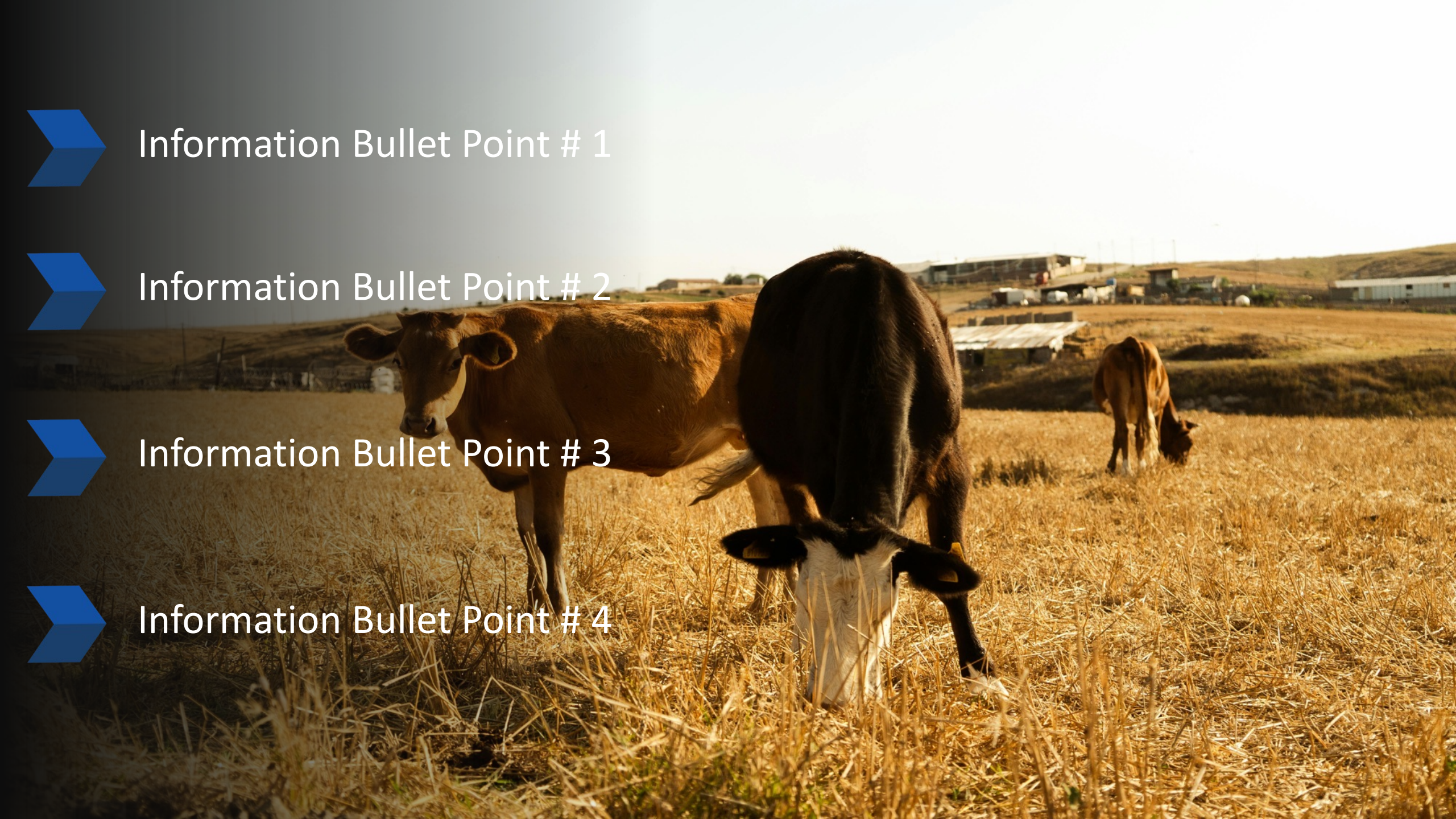
Information Bullet Point # 2



Information Bullet Point # 3



Information Bullet Point # 4







Bullet Point # 1



Bullet Point # 2



Bullet Point # 3



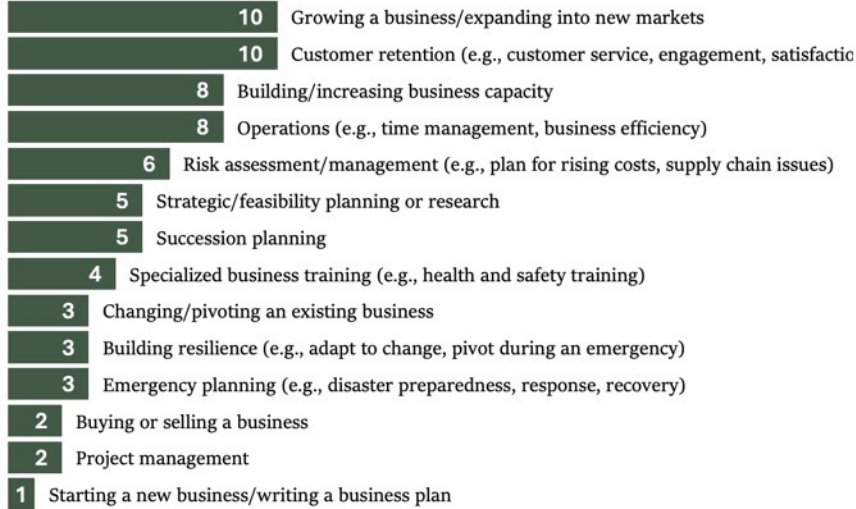
Bullet Point # 3



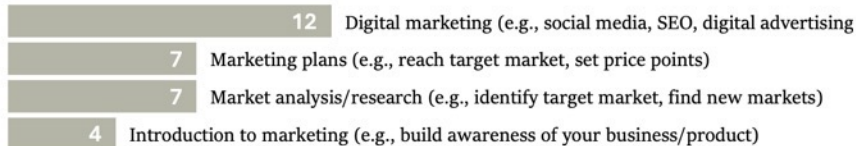
What supports do entrepreneurs want in the Town of Bashaw?

Based on input from **31 local businesses**, the top services requested were market growth/development including digital marketing, growing a business, customer retention, securing financing, building business capacity/efficiency, attracting staff, and networking.

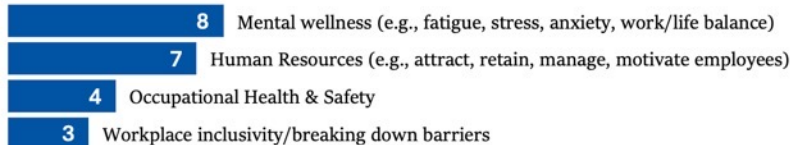
Business Planning & Operations



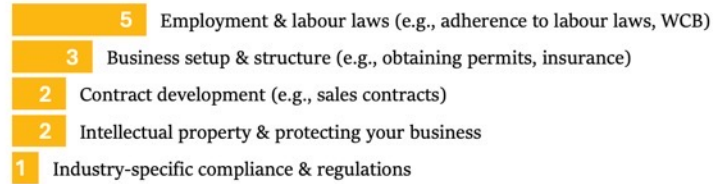
Market Growth & Development



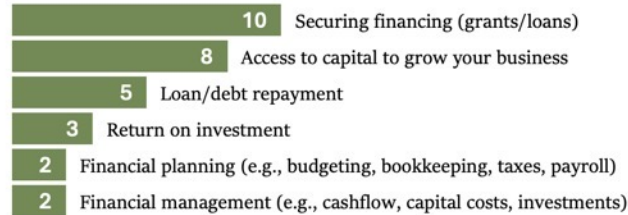
People Management



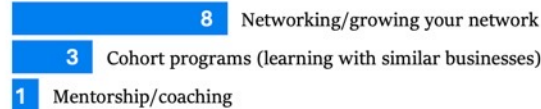
Legal & Regulatory Services



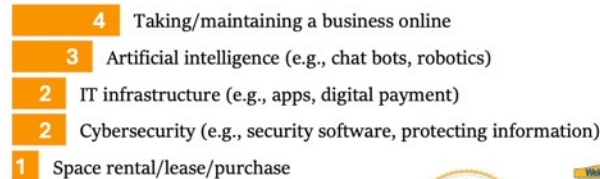
Financial Supports



Business Coaching & Networking



Physical & Technical Infrastructure



➤ Point # 1

➤ Point # 2

➤ Point # 3

➤ Point # 4

➤ Point # 5



➤ Bullet Point # 1

➤ Bullet Point # 2

➤ Bullet Point # 3

➤ Bullet Point # 4



➤ Information Bullet Point # 1

➤ Information Bullet Point # 2

➤ Information Bullet Point # 3

➤ Information Bullet Point # 4

➤ Information Bullet Point # 5



- Bullet Point # 1
- Bullet Point # 2
- Bullet Point # 3
- Bullet Point # 4

