

ACCESS TO CAPITAL

Financial Literacy

- What we heard:
 - Develop ways to promote the value of financial literacy:
 - For example, through associations
 - Change approach to financial literacy for entrepreneurs and small businesses
 - Present lack of financial literacy to entrepreneurs/small businesses as a problem to be solved
 - Make literacy workshop part of financial plan/approval
 - Tie financial literacy improvements to increased financial assistance opportunities

Financial Literacy

- What we've done:

- ❖ FCNB:

- Developed new webpage Fortune
 - Added to our set of tools to inform New Brunswickers
- Introduced a new teachers ebook on Financial literacy
- Introduced a pilot project for High School students
- Our Community Awareness Programs and Spend Smart Cafes
 - Engaged hundreds of people across the province
 - Completed over 120 financial literacy presentations reaching over 2500 people



Culture

- **What we heard:**
 - Bring 'side-car' funding in NB
 - Stronger mentorship
 - Winners and losers when funding
 - Dilution of expertise
- **What we've done:**
 - ❖ ONB Seed and Series A Funds
 - 'Side-Car' model
 - ❖ Entrepreneurial Specialist hired
 - ❖ Added rigor to financial approvals processes



Awareness

- **What we heard:**
 - Better connect private sector to entrepreneurial eco-system
 - Consolidate economic development agencies
 - Lack of knowledge of business life cycle & timing of capital needs, and where to get help.
 - Financial Literacy must be embedded into education system
 - A gap existis in supporting companies that can scale, increase export readiness, global competitiveness
- **What we've done:**
 - ❖ Entrepreneurial specialist hired
 - ❖ New Export Strategy under development
 - ❖ ONB MOU with ESJ

Equity Appetite: What we Heard

- **Enterprises:**
 - Provide education on investor options and expectations:
 - Going public, M&A, early stage investors & network support
 - Share success stories
 - Network/Ecosystem:
 - Education and awareness to encourage angel investors
 - Grow and formalize the network/ecosystem
 - Banks:
 - Continue to fund NB, even though smaller returns
 - Government/Policy:
 - Continue to push SBITC,
 - Add a CEDIF programs to NB tax credit portfolio, and
 - Explore Wisconsin 1-17 strategic investments

Equity Appetite: What we have Done

- ❖ Established Growth Capital Funding Review
 - Aim is to understand root causes of lower capital, and
 - Take steps to:
 - Increase demand,
 - Increase supply, and
 - Increase connectivity
 - FCNB and Finance introduced CEDC rules and promoted throughout the Province.
 - Completed the 2016 Capital Markets Report (5 Year Analysis)
 - FCNB introduced new rules for equity crowdfunding with promotion
 - Partnered to bring Invest Atlantic to New Brunswick (FCNB)

Financing Soft Assets

- **What we heard:**
 - More support to find markets
 - Difficulty financing intellectual property, technology etc.
 - Need for Financial Institutions to set up 'innovation funds' and get educated in the start-up/soft asset ecosystem
 - Credibility and preparedness of the entrepreneur
 - More New Brunswickers engaged to provide financing
 - More engagement and participation from the private sector
- **What we've done:**
 - ❖ Established the Growth Capital Review
 - ❖ Hired Entrepreneurial Specialist (ONB)

Succession

- **What we heard:**
 - For buyers:
 - Access to capital is difficult
 - Lack of government incentives for NBER's looking to purchase
 - Investment readiness/financial literacy of buyers is a concern
 - For Sellers:
 - Increase education and awareness of buyers
 - Make better use of valuation services
 - Proactively identify successors (e.g., family)
- **What we've done**
 - ❖ Business Immigrant Mentorship Program - Succession Connect Program

Comments or questions ?