

Bridge The Ocean – Entrepreneurship Modules, Fall 2022 (as of August 25, 2022)

The program will focus on the startup business culture in Nova Scotia and New Brunswick. Local entrepreneurs from a variety of businesses use community supports and agencies and entrepreneurs usually seek low financial options to start a small business and ask for assistance to support and encourage their ideas. Many established local businesses expand and grow by utilizing support organizations such as mentors, incubators and funding partners. Students will gain insight on how to launch products and services and start new businesses.

This 2-week program will provide insight into local business culture and discover the support programs and organizations assisting to develop business in the province of Nova Scotia. The program will be delivered from the NSCC Truro Campus.

Key Words: rural, agricultural, food and product development, art and culture, small business, incubators, farmer’s markets, start up, funding

Date	Topic/Activity	Notes
September 2022	Pre-departure preparation sessions: <ul style="list-style-type: none"> • Participant introductions • Exploration and sharing stories about “My Home” • Research – business start-up culture in your community, service providers, industries • Presentation Preparation – Cultural insights from each country 	Prior to arrival in Canada, participants will complete prep sessions. Sessions will be a combination of synchronous and self-directed learning. Pre-travel Welcome Handbook to be distributed to assist with travel preparations
Week 1		
October 1/2 Saturday/Sunday	Arrival	Familiarize guests to Truro and essential services for their visit. Welcome Handbook to be distributed in advance to assist
October 3 Monday	<u>Morning</u> Introductions/team building Housekeeping Campus Tour Presentations <u>Afternoon</u> Truro Downtown Walking Tour	NSCC and NBCC welcome, Ice breakers/team building NSCC Truro Campus Students to assist Cultural insights from each country – Reference pre-travel Module 3

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<p>October 4 Tuesday</p>	<p><u>Morning</u> Business Overview Business Model Canvas</p> <p>Identifying opportunities</p> <p><u>Afternoon</u> Introduction to final project outcome</p> <p>The Amazing Race Competition – Truro Version</p>	<p>Introduction – Mindset, self confidence Where does a good idea come from? How to develop the idea? Business Model Canvas</p> <p>Where do I get support? Reference pre-travel Module 4 Review the information completed in advance. Service providers and arrange a “teach back activity”</p> <p>Divide the group into 4 teams of 3-4 members Start to generate ideas for project</p> <p>Visit locations in local area – walking distance Places to visit- Farmer’s Market, Truro Downtown Business Association, Chamber of Commerce etc. (student self-discovery and scavenger hunt)</p>
<p>October 5 Wednesday</p>	<p><u>Morning/Afternoon</u> Industry and business visits Tatamagouche, North Shore Business field trip</p>	<p>Sugar Moon Farm – tour and brunch Tata Brewery Tour Appleton Chocolate tour Tata free time (shopping, ice cream etc.) or visit Market Creamery Site Raging Crow</p>
<p>October 6 Thursday</p>	<p><u>Morning</u> Community Resources Business Supports</p> <p>College Entrepreneurship and other resources</p> <p><u>Afternoon</u> Social Entrepreneurship</p> <p>Alumni panel</p>	<p>Connect with local community economic development rep to assist with organizing. Visit and explore community and government resources that support start up and entrepreneurs</p> <p>Invite guests from other college resources</p> <p>Common Good Solutions guest speakers</p> <p>Invite successful graduates from NSCC/NBCC to describe their entrepreneurial journey</p>

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October 7 Friday	<p><u>Morning</u> Lab to Market site visit</p> <p><u>Afternoon</u> Farm Market business models in rural NS</p>	<p>Field trip Perennia Innovation Centre & Jason Grant Cultiv8 (student incubator)</p> <p>Masstown Market (Lunch and bring in guest speakers) Riverbreeze Farm and Corn Maze</p>
October 8/9 Saturday/Sunday	Cultural activities	Options will be provided for participants to organize on their own
Week 2		
October 10 Monday	<p>Thanksgiving Holiday</p> <p>Cultural activities</p>	This is a holiday in Canada - Options will be provided for participants to organize on their own
October 11 Tuesday	<p><u>Morning</u> Connect with teams and faculty Q&A NBCC - Business mentorship/Oasis Program</p> <p><u>Afternoon</u> Project work time</p>	<p>Present the team project competition Importance of mentorship, business leader and alumni panel</p> <p>Students to be mentored and assisted by faculty</p>
October 12 Wednesday	<p><u>Morning</u> Connect with teams and faculty Q&A</p> <p>Millbrook Cultural and Heritage Centre/Indigenous Business</p> <p><u>Afternoon</u> Project work time</p>	<p>Project progress updates from teams</p> <p>Potential on site visit – community resources and knowledge of area</p> <p>Students to be mentored and assisted by faculty</p>
October 13 Thursday	<p><u>Morning</u> Final preparations for project presentations</p> <p><u>Afternoon</u> Final presentations for competition</p>	<p>Students to be mentored and assisted by faculty</p> <p>Team Presentations – Panel judges Invite industry guests and college partners Reception and networking</p>

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October 14 Friday	<u>Morning</u> Debrief and feedback Share learning Celebration <u>Afternoon/Evening</u> Free time	Certificates of accomplishment
October 15/16 Saturday/Sunday		Departure

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<p>Proposed local business visits:</p> <ul style="list-style-type: none">• Truro Farmer’s Market• My Home Apparel• British Grub• Tatamagouche Brewery• Jost wines• Sugar Moon Farm• That Dutchman’s Cheese Farm• Stokdijk’s Greenhouses• Coldstream• Stanfield’s Factory• Masstown Market• Secret NS / Truro Buzz	<p>Truro and area cultural activities:</p> <ul style="list-style-type: none">• Millbrook Cultural and Heritage Centre• Mi’kmaq Interpretive Trail (Debert)• Hiking or mountain biking Victoria Park - Truro• Shubenacadie Wildlife Park• Joggins/Fundy Bay• Beach <p>Halifax Region</p> <ul style="list-style-type: none">• City tours• Peggy’s Cove
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Website Links:

[Nova Scotia Community College | NSCC](#)

[NBCC \(New Brunswick Community College\)](#)

[Plan Your Trip to Nova Scotia | Tourism Nova Scotia](#)

[Truro Farmers' Market – Saturday Mornings \(trurofarmersmarket.org\)](#)

[Mi'kmaq Museum | Millbrook Cultural and Heritage Centre | Nova Scotia \(millbrookheritagecentre.ca\)](#)

[Social enterprise - Community engagement tools - Common Good Solutions](#)

[Innovation Centre – Perennia](#)