



# Tribe Impact Report

2020-2023

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**From Startup to Breakthrough:**  
Accelerating inclusive economic  
growth and sustainable  
development in the world.

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## Acknowledgements

Tribe Network is located in Mi'kma'ki, the ancestral and unceded territory of the Mi'kmaq. We are all Treaty people. We also acknowledge that Nova Scotia has another unique set of people who pre-date confederation on this land. These are African Nova Scotians. The Black Loyalists, Black Pioneers, Jamaican Maroons, and the Black Refugees, who have also shared this land since before Canada's birth.

We acknowledge the ancestors who came before us. We stand on the shoulders of trailblazers and leaders.

Thank you to our Elders-In-Residence for sharing their time and wisdom with our community:



### **ELDER GERI MUSQUA-LEBLANC**

Geri Leblanc is a proud Nakawe woman from the Keeseekoose First Nation. She is a mother, grandmother and great grandmother. Geri's traditional name is Red Eagle Woman. She is a Bear Clan Knowledge Keeper. Red Eagle Woman is a Women's Traditional Dancer. She is a residential school survivor.

Geri retired from the federal public service in 2012. She is a recipient of the Queen's Diamond Jubilee medal for her work in social justice and employment equity. Geri has worked with several organizations to bring attention to the need for clean drinking water to First Nation communities. She organized the first Water Walk held in the Halifax-Dartmouth area.

### **ELDER ALBERT MARSHALL**

Albert Marshall is the creator of the "Two-Eyed Seeing" concept, Balancing Traditional Aboriginal Knowledge and Contemporary Science. He is a leading environmental voice in Unama'ki Cape Breton. He is an advisor to and is a highly regarded spokesperson for Mi'kmaq natural resources and environmental issues. He advises and lectures internationally on a wide range of topics, including the environment, tribal consciousness, collaboration with non-Aboriginal society, traditional healing, traditional teachings, and First Nations' vision of science.

Albert works to further positive work within Mi'kmaw communities, to seek preservation and understanding of cultural beliefs and practices among all communities and to effect a strong vision for his people and the future.

## Message from Our Founder & CEO



In a world where the colour of your skin can limit the scope of your dreams, we believe it's time for new systems that make space for those of us who have been underserved. Like the founders and leaders in our community, Tribe Network never settles for what is; we strive for what could be. We've evolved from an idea into a thriving ecosystem of entrepreneurs, mentors, investors and supporters. Through coaching, capital and a community that genuinely cares, we're not just contributing to the startup landscape, we're reimagining it.

I've witnessed firsthand the barriers we often face—be it a lack of access to capital, limited access to mentors and advisors, or simply not feeling valued in an environment. Tribe is the community I needed as a young entrepreneur.

Tribe Network is not your typical organization; I like to describe it as an ecosystem with tools to bridge gaps by working with our team, partners and members to provide the necessary resources, connections, and opportunities to help advance racialized entrepreneurs and leaders.

Since our inception, Tribe Network has evolved from an idea into an ecosystem of 1,000+ members in Canada and around the world and 40+ ecosystem partners. Our membership includes investors, mentors, and, most importantly, ambitious entrepreneurs and leaders. We'll help you find your next job, teach you how to start a

business, and connect you with capital and people who can help accelerate your idea.

In collaboration with our partners, we've been able to direct significant investments towards businesses and community projects that might have otherwise been overlooked. Through programs like the Black Start-Up Project, Tribe IDEA Fellowship presented by Emera, Tribe Start Small Grant powered by Emera, or Computers for Entrepreneurs we help our members thrive.

As we look to the future, my hope for Tribe Network is to become a force that catalyzes positive systemic change in the world. We aim to create an inclusive environment where the colour of your skin, background, or culture does not define your capabilities or potential as a contributor.

We believe in you and we envision a future where Tribe Network is at the forefront of the global entrepreneurial landscape—diverse, inclusive, highly skilled and talented. Together with our ever-expanding community of members and partners, we will continue breaking barriers and setting new standards for what inclusive entrepreneurship can and should be.

**Alfred Burgesson**  
Founder & CEO of Tribe Network

## Message from the Board Chair & Vice Chair

As the Board Chair and Vice Chair of Tribe Network, our roles extend far beyond ceremonial titles. We are passionately invested in guiding and supporting Tribe Network toward realizing its groundbreaking mission: empowering racialized entrepreneurs.

To achieve this, we work with the CEO on critical aspects such as development, growth, and strategy. We've been deeply involved in setting milestones, reviewing reports, and actively shaping Tribe's future. It's our job to ensure that the mission stays at the forefront, guiding all strategic decisions and operational tactics.

Our involvement also extends to building a sustainable financial model for Tribe Network. By leveraging our networks and industry connections, we've secured valuable partnerships and funding opportunities. Additionally, we play an advisory role in governance, emphasizing ethical operations and transparent reporting to all stakeholders. By implementing best practices and setting a high standard for accountability, we aim to make Tribe Network a beacon of good governance in the startup community.

We consider our roles to be both an honour and a responsibility. Tribe Network represents more than just a startup; it's a movement aimed at levelling the playing field in the entrepreneurial ecosystem. Every strategic decision, governance model, or financial plan we support is intended to get us one step closer to a more equitable, inclusive, and successful future for racialized entrepreneurs around the world.

**Savior Joseph**, Board Chair

**Nadine Bernard**, Vice Chair

# Our Impact to Date

# Programs + Opportunities

**782** entrepreneurs supported through programming (includes BSP, SSG, CFE, IDEA)

**80+** Events and workshops hosted (online and in-person)



## CORE PROGRAMS LAUNCHED AND DELIVERED:



Tribe Start Small Grant powered by Emera: providing funding and mentorship to over 80 racialized entrepreneurs and changemakers.



Tribe IDEA Fellowship presented by Emera: providing funding and mentorship to a cohort of 15 racialized entrepreneurs and changemakers.



Black Start-Up Project: accelerating Black entrepreneurship and innovation in Atlantic Canada.

**930**

members in the network

**100+**

Mentors engaged

**25+**

Tribe ecosystem partners

**300+**

Opportunities shared

**\$400k +**

Program specific funding to support racialized entrepreneurs (i.e.: workshops/events, mentors, coaches, facilitators, disbursements)

**\$200k +**

Grant funding distributed directly to racialized entrepreneurs (i.e.: cash disbursements)

# How we supported our members:



Wellness Wednesdays



Expert-in-Residence Sessions



Consultant Advisory Services (CAS) Grants



Cash Grants



Expert-Led Workshops



Black Founders Lunches



Mentorship and Coaching



Business & Innovation Showcase



Black Business Dinners



Referrals to ecosystem partners



Online Learning Platform



Pitch Competitions

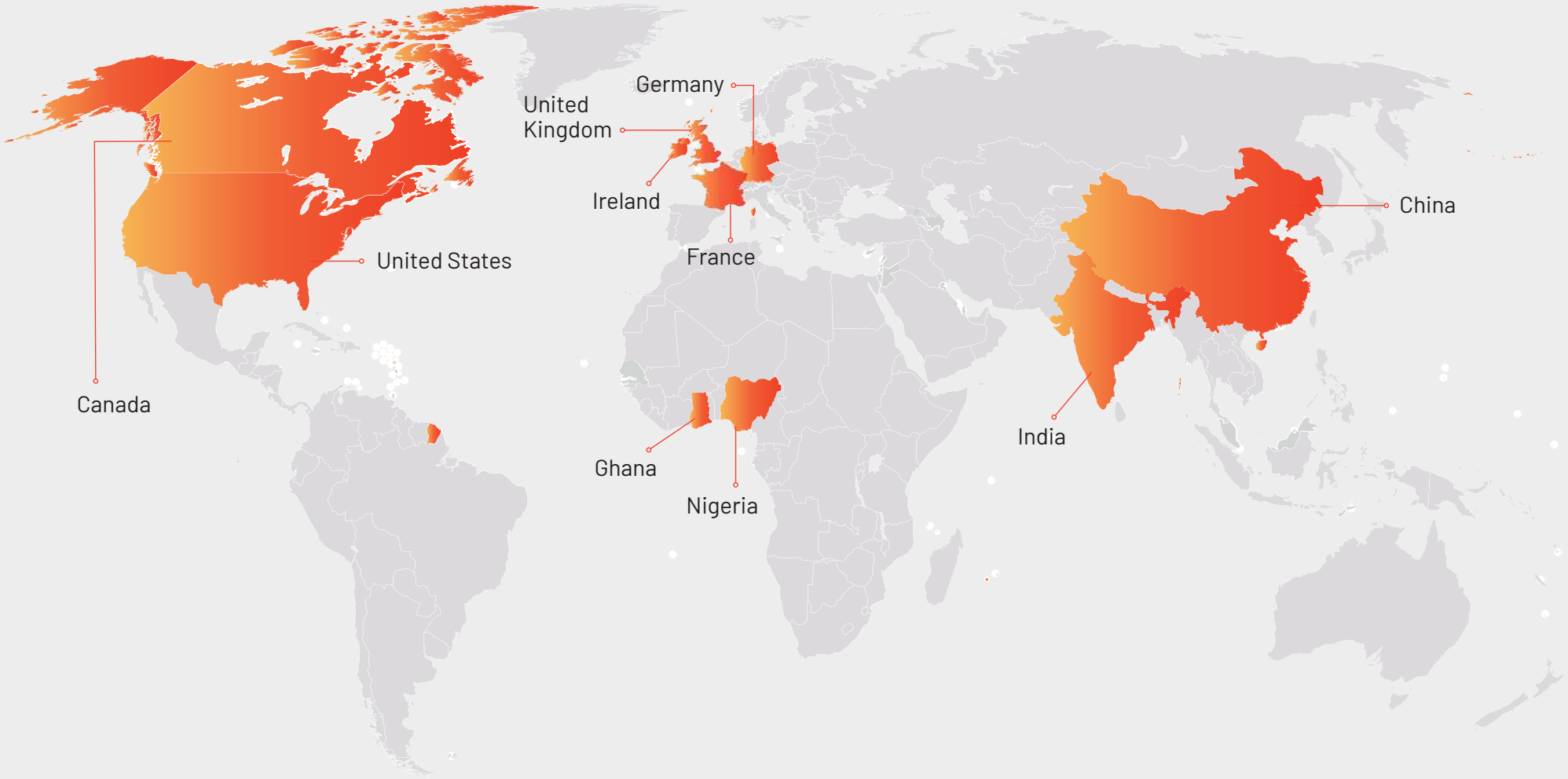


Burnout and Wellness Sessions



# Tribe Membership & Engagement

TOTAL PLATFORM USERS BY COUNTRY:

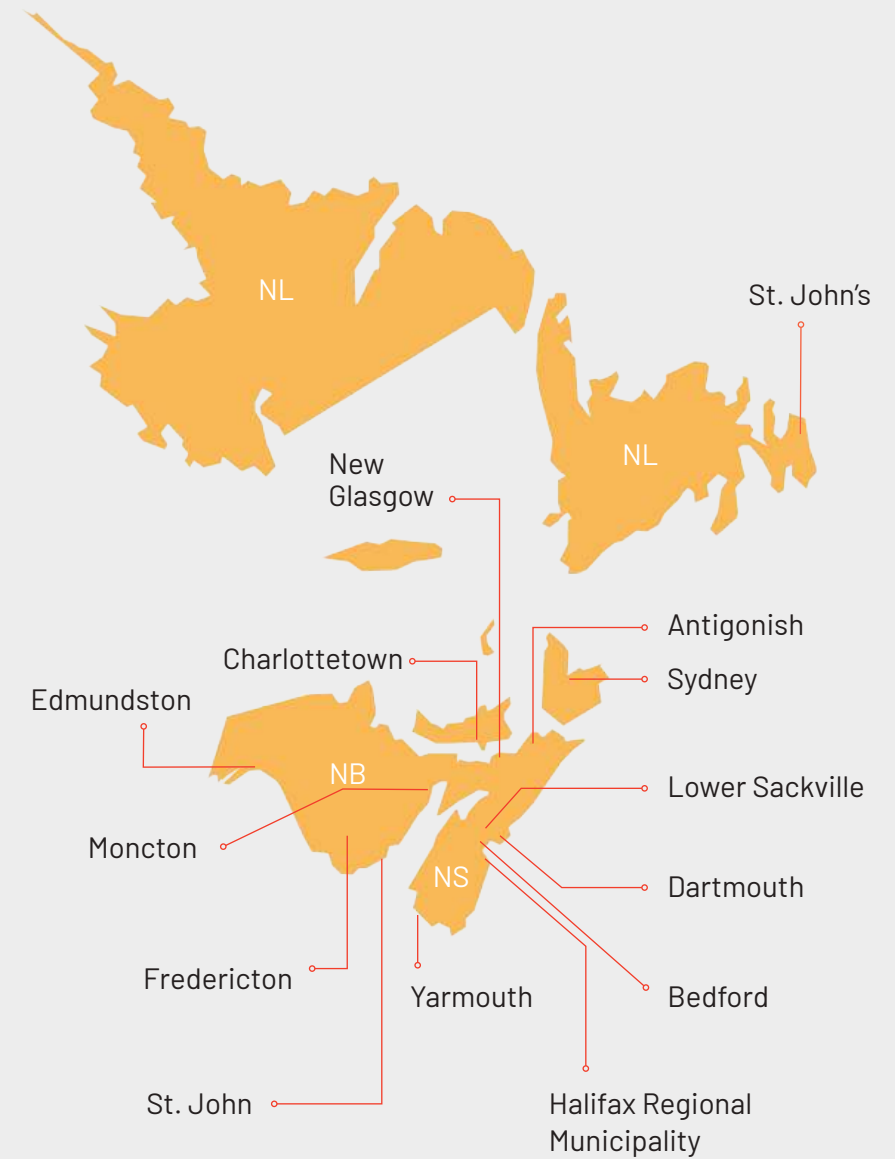


TOTAL PLATFORM USERS BY CITY:

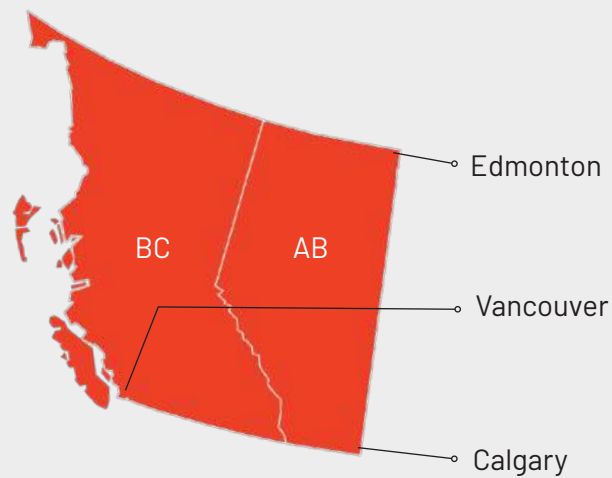
Quebec & Ontario



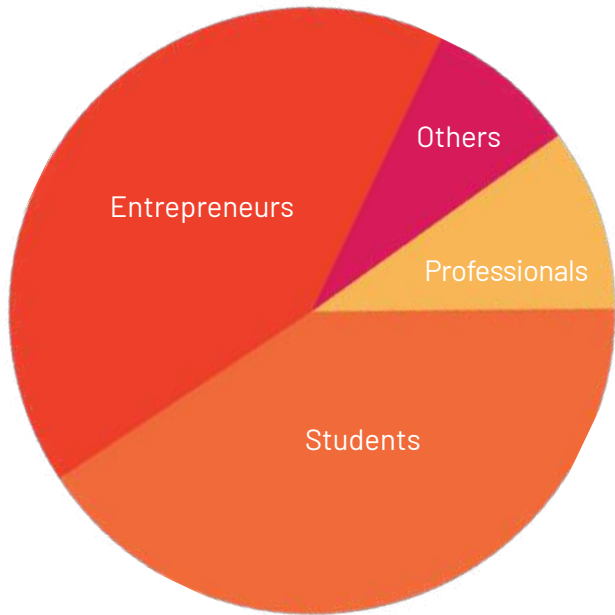
Atlantic Canada



Western Canada



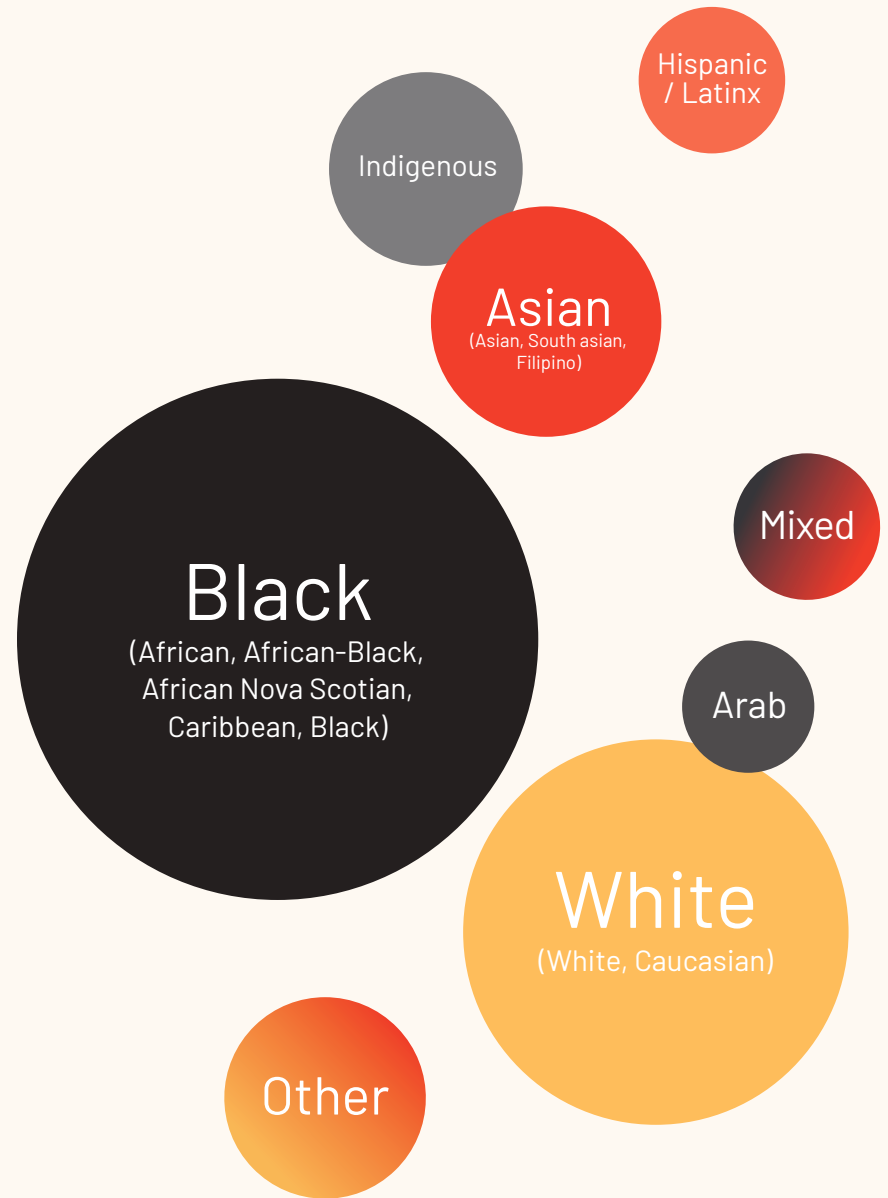
### Breakdown of member profiles



### Most common interests among Tribe members:



### Breakdown of the race/ethnicity of Tribe Network members:



# About Tribe Network



The inception of Tribe began with one question:

*What if more racialized people worldwide had the knowledge, resources, and tools to succeed as entrepreneurs and innovators?*

Today, Tribe Network is a community of racialized people pursuing entrepreneurship and innovation in Canada. We support our members by providing access to community, coaches and capital, helping them to thrive in entrepreneurship and innovation.

Our philosophy centres around the belief that success knows no bounds when a community rallies together. We recognize that it takes a village to raise a successful entrepreneur, especially in a world where systemic racism perpetuates disparities. Tribe Network is that village for racialized people.

Racialized entrepreneurs deserve equal access to networks, opportunities, and markets. We are on a mission to *advance inclusive entrepreneurship and innovation by providing our members access to relevant resources to connect, work and learn.*

By joining our network, you can connect with a community of racialized entrepreneurs, innovators, and professionals around the world, contributing to a more equitable and inclusive future. Discover more about our initiatives at [tribenetwork.ca](http://tribenetwork.ca), and become part of the Tribe Network movement today.

## TRIBE VALUES

Our values are a core set of beliefs, principles and behaviours that guide our individual and collective actions and choices. They serve as the community guidelines for engaging with Tribe.



### We lead with love

- We commit to the well-being of each other unconditionally.
- We do what we love. We love what we do. We love the people we do it with.
- We exercise empathy, compassion, and care for our community.



### We value inclusive leadership

- We take action and challenge the status quo.
- We foster change through collaboration and connection.
- We are learning to lead from all sides.



### We nurture community

- We unite with a shared sense of purpose.
- We foster authentic and intentional relationships.
- We strive to build a sense of belonging for all.



### We practice creativity

- We value the creation of new ideas and concepts.
- We are willing to invent something new.
- We connect new ideas with existing ways of being.

# Tribe Contributors

## THE TEAM

Meet the faces behind Tribe since 2020! Our team is building the tools and programming to help entrepreneurs and professionals like you access everything you need to succeed.



**Alfred Burgesson** *(he/him)*  
Founder & CEO

Born in Ghana and raised in Nova Scotia, Alfred is a thoughtful leader passionate about social entrepreneurship and building bridges between people, places and ideas.



**Deborah Sanni** *(she/her)*  
Operations Manager

A Nigerian with Yoruba roots, Deborah is passionate about helping people and providing avenues for them to explore their fullest potential and be their best selves.



**Jordan Banyan** *(he/him)*  
Project Manager

Born in Florida and of Latino and Desi mixed-race heritage, Jordan is a social entrepreneur who remains committed and engaged in social development projects.



**Holly Edmonds** *(she/her)*  
Marketing & Comms Manager

A proud member of the Whānau-ā-Apanui and Ngāti Porou, Holly is passionate about empathetic and human approaches to communications and marketing.



**Ebenezer Osei-Tutu** *(he/him)*  
Ecosystem Manager

Hailing from Kumasi, Ebenezer is passionate about helping entrepreneurs in the BIPOC ecosystem succeed with the knowledge and expertise he has acquired from the MTEI program.



**Ngutor Ikpaahindi** *(he/him)*  
Venture Analyst Intern

Born in Lagos, Nigeria, but raised in Abuja, Ngutor moved to Canada to pursue the MTEI program. He is passionate about building, funding, and operating technology-enabled companies.



**Katerina Msafari** *(she/her)*  
Venture Analyst & Finance Intern

From Nairobi, Kenya, and an MTEI student, Katerina is a startup and venture capital enthusiast passionate about helping businesses scale by finding the right financing avenues.



**Stephanie Omonibo** *(she/her)*  
Marketing & Comms Intern

A Nigerian with Ijaw roots, Stephanie is deeply enthusiastic about digital marketing and is dedicated to assisting small business owners in strategically establishing and promoting their brands online.



## FORMER TEAM MEMBERS

A huge thank you goes out to our former team members who helped us to build Tribe Network. We are grateful to have been a part of your journey and wish you all success and rewarding experiences on these new paths you're on.



**Sally Ng** (*she/her*)

Sally Ng, former Chief Operating Officer, is a dynamic individual who thrives in the world of technology startups, known for instigating change and building collaborative environments, with a passion for community engagement and social impact.



**Margaret Schwartz** (*she/her*)

Margaret Schwartz, former Communications and Community Navigator, is a natural connector and storyteller, driven by a mission to make equitable opportunities accessible to historically excluded groups in the region.



**Lily Lynch** (*she/her*)

Start-Up Services Manager

A passionate white and Afro- Mi'kmaw woman, Lily works to support and co-create sustainable and prosperous communities through social entrepreneurship.



**Serena Cassidy** (*she/her*)

Serena Cassidy, former IDEA Fellowship Coordinator, is an Employment Development Strategist with over 15 years of government experience across various sectors, specializing in community development, entrepreneurship, and policy and program delivery.



**Renee Babin** (*she/her*)

Renee Babin, former Administrative Assistant, is a Saint Mary's University Alumni with a passion for justice, wellness, and connection. Renée is now an MPA/ JD candidate at Dalhousie University, and is actively involved in entrepreneurship with aspiration to spread knowledge and provide equitable practices.



**Ashley Hill** (*she/her*)

Ashley Hill, former Black Start-Up Project Coordinator for Tribe Network, is the Founder and Executive Director of The PREP Academy, dedicated to inspiring and preparing African Nova Scotian students for college and university, driven by her own experiences and commitment to student access and success.

## FORMER TRIBE NETWORK INTERNS



**Demilade Adebayo**  
(*he/him*)



**Jenan Mansour Mazraeh**  
(*she/her*)



**Naomie Seh Abomo**  
(*she/her*)



**Lydell Husbands**  
(*he/him*)



**Cogie Cogan**  
(*they/them*)



**Breanna Husbands**  
(*she/her*)



**Leo Qin**  
(*he/him*)

## THE BOARD OF DIRECTORS

Tribe Network's Board of Directors is steering us toward a sustainable future by adopting ethical, legal governance and financial management policies, as well as making sure we have adequate resources to advance our mission.



**Savior Joseph** *(he/him)*

Board Chair, President at Breathing Green  
Savior is an accomplished business executive skilled in aligning technical strategies with organizational goals, experienced in team building and strategic planning, and dedicated to making a meaningful impact.



**Nadine Bernard** *(she/her)*

Vice Board Chair, President/CEO at Indigevisor  
Nadine, a visionary Mi'kmaq entrepreneur and CEO of Indigevisor, excels in Indigenous engagement and procurement, with extensive experience in various sectors and a commitment to community and reconciliation.



**Cassandra Dorrington** *(she/her)*

Treasurer, CEO at CAMSC  
Cassandra has extensive experience in human resources management and consulting and is deeply involved in advancing supplier diversity initiatives both nationally and internationally.



**Melanie Thomas** *(she/her)*

Vice President at Community Fdn. of Canada (CFC)  
Melanie, with a diverse background in law, banking, international development, and philanthropy, is driven by her commitment to empowering underrepresented individuals and communities.



**Alfred Burgesson** *(he/him)*

Founder & CEO at Tribe Network  
Born in Ghana and raised in NS., Alfred is a thoughtful leader passionate about social entrepreneurship and building bridges between people, places and ideas.



**Tiffany Callender** *(she/her)*

Co-founder & CEO at Federation of African Canadian Economics

Tiffany is a passionate advocate for the success of the Black community and is well known for her impactful work in wealth creation and community development.



**Brandon Rolle** *(he/him)*

Sr. Legal Counsel at African Nova Scotian Justice Institute

Brandon, a lawyer with a background in public service and a commitment to addressing systemic racism in the criminal justice system, is focused on creating economic opportunities for marginalized communities.



**Victor Beausoleil** *(he/him)*

Executive Director at Social Economy Through Social Inclusion

An accomplished social entrepreneur with a wealth of experience, Victor has founded and contributed to numerous social impact organizations while also serving on multiple boards and committees in the social impact sector.



**Mike Davis** *(he/him)*

CEO at Davis Pier

Mike is a seasoned leader with over 20 years of experience in consulting and social innovation, specializing in government transformation and the application of behavioural science to improve public policy and program design.



**Augy Jones** *(he/him)*

Principal at Nova Scotia Community College

Augy is a community-focused educator, facilitator and coach. He is passionate about "Empathize Others" - a platform to promote a positive way forward for our modern-day social interactions and professional development for educational, business & professionals.

## TRIBE ADVISORS

Tribe advisors provide invaluable guidance and expertise to support Tribe Network in various aspects, from community engagement, communications, and diversity and inclusion to organizational management and entrepreneurship program development, ensuring the network's continued growth and success.



### Alexa Metallic

Alexa is a Mi'gmaq woman with a background in Communications and Public Policy, dedicated to offering strategic advice on engaging and supporting Indigenous communities across Canada through Tribe Network.



### DeRico Symonds

DeRico, Director of Opportunity and Belonging at NSCAD University, provides valuable advice to Tribe Network on community relations and matters of Inclusivity, Diversity, Equity, and Access, drawing from his extensive experience in community engagement and public policy.



### Justice Faith

Justice, the co-founder of Révolutionnaire and an alumna of the Dual BA Program between Columbia University and Sciences Po Paris, brings her expertise to advise Tribe Network on organizational management and entrepreneurship program development, particularly for the next generation of entrepreneurs and leaders.



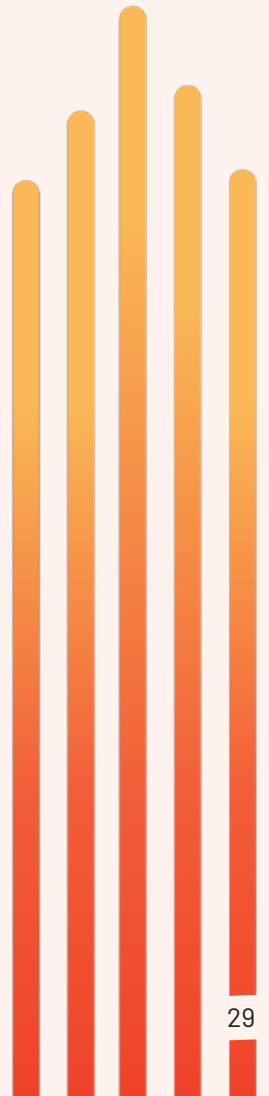
### Nzingha Millar

Nzingha is a skilled communications expert focused on ensuring that Tribe Network represents and communicates the voices and interests of BIPOC entrepreneurs and innovators effectively, with a passion for amplifying stories of changemakers and responsible brands.



### Permjot Vallia

Permjot, a seasoned mentor and investor with a passion for supporting startups, offers Tribe guidance in developing and implementing mentorship connections and activities for community members, leveraging his 20+ years of mentoring experience and global network.



# Our Partners

Tribe Network wouldn't exist without the community of innovators, funders, and partners who enable us to do the work we do. We collaborate and co-create opportunities to advance entrepreneurship & innovation for the network.

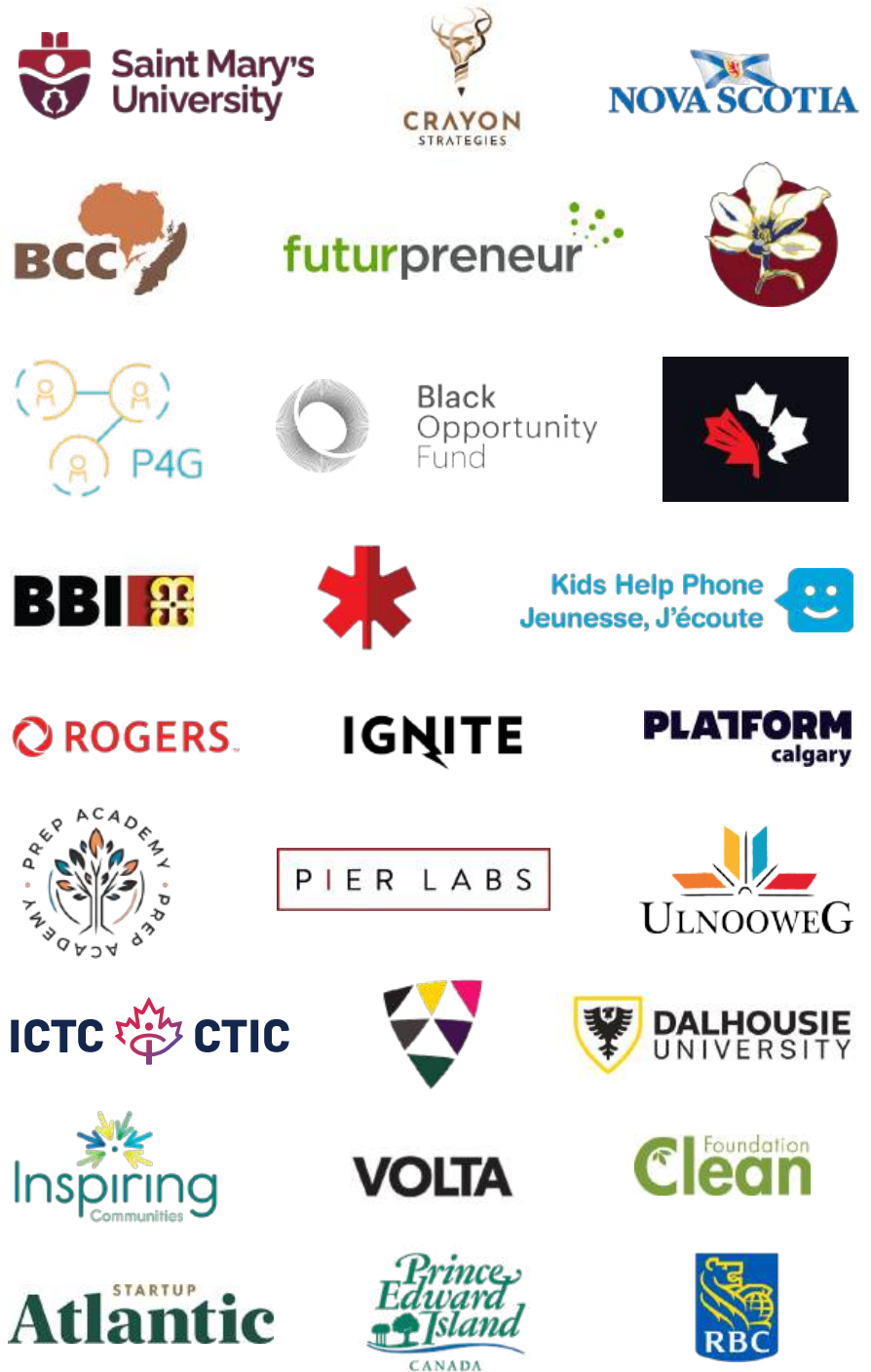
## FEATURED PARTNERS



The Atlantic Canada Opportunities Agency (ACOA) works to create opportunities for economic growth in the region by helping businesses become more competitive, innovative and productive, by working with diverse communities to develop and diversify local economies, and by championing the strengths of Atlantic Canada.



Emera supports meaningful programs and initiatives in the communities where their employees live and work. Their Community Investment Program focuses on making our communities stronger and safer, as well as more innovative, inclusive, and diverse.





New Glasgow, Nova Scotia at IGNITE

# Black Start-Up Project supports inclusive entrepreneurship and innovation in Atlantic Canada.

Supported by



Atlantic Canada  
Opportunities  
Agency

Agence de  
promotion économique  
du Canada atlantique

## What is the Black Start-Up Project?

Tribe Network's Black Start-Up Project is a unique program providing Black entrepreneurs and business owners in Atlantic Canada with access to services and opportunities in the entrepreneurship and innovation ecosystem to help START, BUILD and ACCELERATE their businesses.

Our programs deliver education and workshops tailored to Black entrepreneurs, including live sessions delivered by successful Black leaders, experts, and entrepreneurs as well as dedicated support from our Black Start-Up Services lead. Each programming stream also includes well-being support tailored to Black entrepreneurs to help them build a network of peers facing similar challenges.



## BSP Roadshow

As part of our launch and community outreach for the Black Start-Up Project, we hosted Atlantic Roadshow events to convene and engage Black entrepreneurs in all four Atlantic provinces.

The purpose of the roadshow events was to:

- Create a fun and safe space for Black people to share their ideas, experiences, knowledge and networks with each other.
- Introduce the Black Start-Up Project and share our intentions for the program.
- Learn from entrepreneurs about the experience they would like to have within the Black Start-Up Project.

These three areas of focus allowed us to build trust and genuine relationships with Black entrepreneurs and community members, co-create a shared understanding of how we will provide support, and use the feedback gained to inform programming and resources offered through the Black Start-Up Project.

Thank you to everyone who joined us on the journey of building the Black Start-Up Project in Atlantic Canada!



Halifax, Nova Scotia at VOLTA



Moncton, New Brunswick at Venn Innovation

*“This type of information is pretty difficult to come by, and I think this gave everyone an opportunity to take some real actionable steps.”*

*– Anonymous participant*

## START

When our team travelled across Atlantic Canada for our Roadshow in the spring of 2022, the observations and aspirations shared by Afro-descended founders about what was missing and what was needed reinforced the importance of developing resources by and for Black founders in the region. The START program is a reflection of the lived experiences, needs and aspirations of early-stage Black entrepreneurs.

– Lily Lynch, Startup Services Manager for Tribe Network

The START program was designed for aspiring entrepreneurs or early-stage founders with an entrepreneurial ambition and/or potential scalable product or service idea for a target market.

With dedicated time and space to grow their skills and build out their business idea, START program participants took part in expert-led, intensive workshops and training sessions over a 12-week period. Participants also received wraparound resources such as mentorship and peer-to-peer networking opportunities.

The program was informed by the feedback we received during our Black Start-Up Project Roadshow, a multi-week initiative visiting communities across Atlantic Canada to find out what challenges they face in our current ecosystem as well as ways we can improve it.

### EXPERT-LED WORKSHOPS

Six sessions led by Black business experts helped participants build the skills and confidence to position their businesses for success alongside other Black founders.

### BLACK FOUNDERS LUNCH

Every two weeks, we offered participants peer-to-peer networking opportunities to connect and discuss in a safe and confidential space any questions they had about entrepreneurship, their business ideas, business planning and growth, resource sharing, and more.

### MENTORSHIP

As part of the program, we had a roster of Black mentors with expertise in a range of industries. The aim of this program was to provide relevant, safe spaces for Black founders to receive support and guidance in their unique challenges.

### ONLINE LEARNING PLATFORM

The START program combined virtual workshops and networking sessions with our online learning platform to help Black founders put those skills into practice. The online courses were intended to allow founders to learn at their own pace despite any other obligations they may have.

# AYA Day Pitch Winners

We hosted our first pitch competition to celebrate our first iteration of the START program and give participants a chance to practice pitching their business. Black entrepreneurs from across Atlantic Canada were invited to share a 2-minute video pitch and receive feedback from Black industry experts.

## MEET THE TOP 6 WINNERS!



**Meghan Symonds**  
*Halifax Charcuterie*

Halifax Charcuterie offers made-to-order charcuterie boards for catered events or at-home experiences and is expanding its offerings to include merchandise like cutting boards, aprons, knives and wine glasses.



**Sandra Hannebohm**  
*Twice As Good*

Twice as Good Media offers a mindful approach to Black journalism that allows readers to take a break from the news while still being engaged through immersive storytelling about topics in the news.



**Julian Covey**  
*The Ceramic Workroom*

The Ceramic Workroom is a community space that offers kiln firing and equipment rentals, ceramics classes, drop-in hours, and material supply.



**Kendall Darling**  
*Pilot X Technologies*

Pilot X is a delivery service platform that provides fair compensation and benefits to its drivers and affordable delivery service to restaurants.



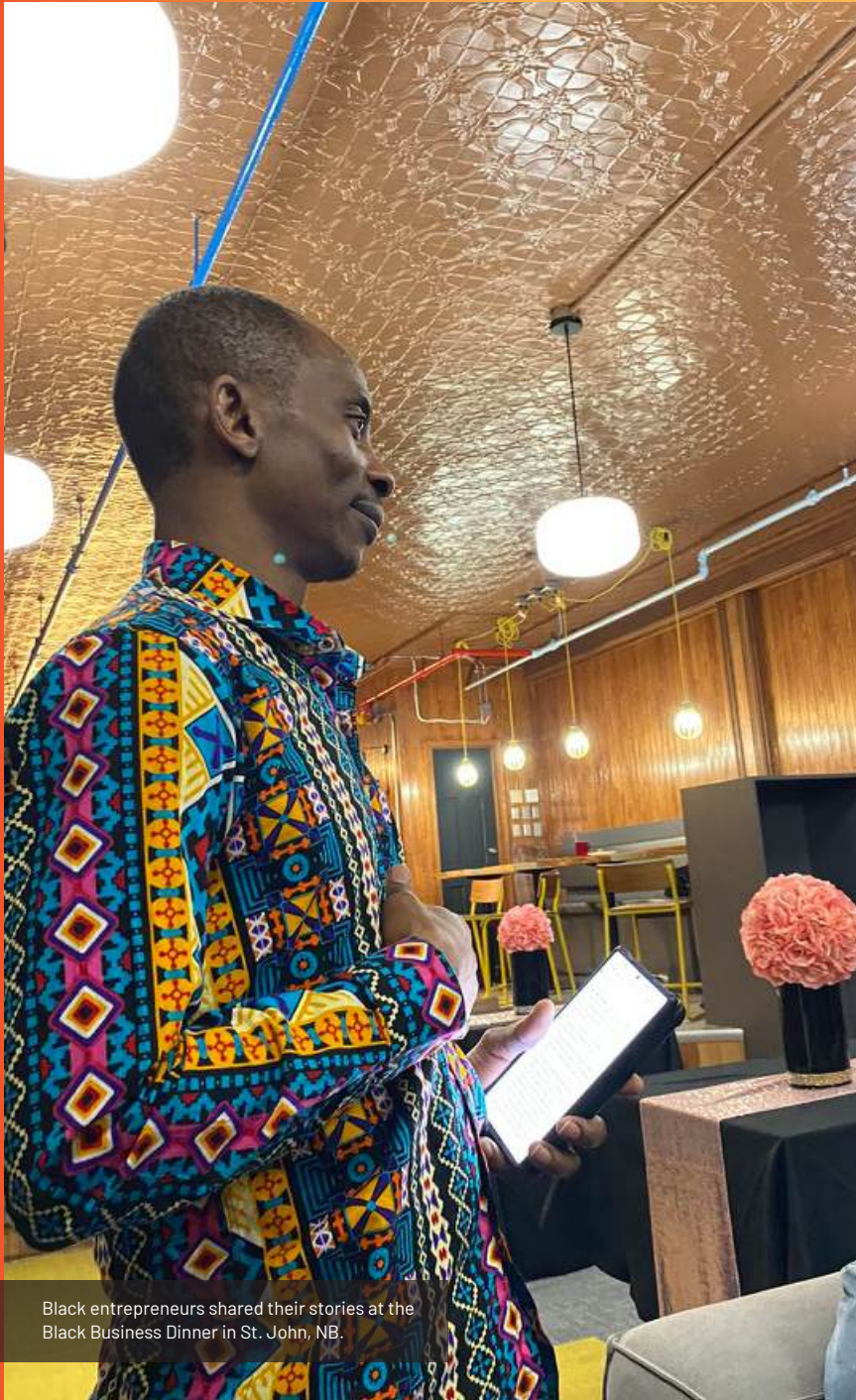
**Laughter Afolabi Affluence**  
*Affluence*

Affluence is a virtual managerial tool that will bridge the gap between influencers and companies. This business is under development!



**Shante Russell**  
*Love & Lather Soap Co.*

Love & Lather Soap Co is a plant-based soap company located in Bedford, Nova Scotia, that offers handmade bath products for your body and soul.



Black entrepreneurs shared their stories at the Black Business Dinner in St. John, NB.

## BUILD

I liked the opportunity to connect with another Black professional in the community. To share knowledge, ask questions and learn something new that will help on my business start-up journey.

– Anonymous Participant

The BUILD stream was created for entrepreneurs who have an initial product or service in place with aspirations of scaling their business. Participants received support with product and business development to innovate and disrupt.

BUILD provided education and workshops tailored to Black entrepreneurs, including live workshop sessions delivered by successful Black leaders, experts and entrepreneurs. Using a hands-on approach, this program also offered resources and wraparound services like mentors and experts-in-residence, grant writing support, and funder introductions.

The BUILD program was informed by the feedback we heard during our roadshow, as well as insights gained during our START program.

### EXPERT-LED WORKSHOPS

The BUILD workshops spanned a wide range of critical topics, from market research and business strategy to branding, finance management, and funding opportunities. Led by expert facilitators, each workshop provided practical insights and hands-on guidance to empower participants to build and scale their ventures effectively.

*“As someone who has been trying to start a business for years, I am really happy that this program exists and that I can be a part of it.”*

*— Anonymous participant*

### **BURNOUT AND WELLNESS SESSIONS**

The program, designed and facilitated by the founder of Sacred Lotus Holistic Wellness, Fantanesh Attomsa, equipped individuals with tools and insights to manage the challenges of entrepreneurship, prioritize self-care, foster a sense of community, and mentorship for long-term well-being and success.

### **MENTORSHIP AND COACHING**

Our coaching program offered personalized 1-on-1 sessions to help Black founders overcome business challenges and achieve growth, while our small group mentorship sessions provided weekly access to experienced Black mentors for in-depth guidance and support.

### **EXPERT-IN-RESIDENCE SESSIONS**

The Expert-in-Residence sessions offered businesses the opportunity to connect with various organizations and gain insights into resources, programming, and subsidies available to support their development.

### **CAS GRANTS**

The CAS grant program, an integral part of the BUILD initiative, provided eligible Black entrepreneurs and businesses with up to \$5000 in consulting services funding to address critical areas of development and growth through tailored consulting projects, ultimately aiming to enhance their success and sustainability.



Black entrepreneurs in PEI gathered at Startup Zone PEI to connect with other Black founders and learn about the BUILD program at the Black Business Dinner in Charlottetown, PEI. *CREDIT: Slick Photography*



Black entrepreneurs in the rural communities surrounding Digby, NS, gathered for the Black Business Dinner.

## ONLINE LEARNING PLATFORM

Continuing our efforts in the START program, we offered asynchronous course content via our online learning platform to accommodate the busy lives and commitments of our entrepreneurs.

## BLACK BUSINESS DINNER

The Black Business Dinner brought together Black entrepreneurs and business owners from across Atlantic Canada to network, celebrate a Black entrepreneur's journey, enjoy a meal from a local Black-owned restaurant, and learn about the BUILD program.



Black entrepreneurs Che, Arenye, Raslaxx, and Jody Upshaw shared the ups and downs of their entrepreneurial journeys with CBC producer Kyah Sparks at the Black Business Dinner in Halifax, NS.  
*CREDIT: Unbound Media*



Black entrepreneurs from the historic Preston communities networked and learned about the BUILD program at the Black Business Dinner in Cherrybrook.  
*CREDIT: Terrel Beals Photography*



Founder of Race 2 Dinner NL, Laurabel Mba, and Co-Founder at HEC Enterprises Inc, Vincent C. E., discussed the challenges and opportunities of being a Black entrepreneur in Atlantic Canada at the Black Business Dinner in St. John's, NLL.  
*CREDIT: Munyaradzi Siyawamwaya*

## ACCELERATE TECH

The Accelerate Tech Cohort is a program for Black founders and tech-enabled startups in Atlantic Canada pursuing growth. Through a competitive selection process, 10-15 startup companies with Black-identifying founders will be chosen to participate in a hands-on program.

Accelerate Tech is designed to complement other opportunities within the Startup Atlantic community and can be completed concurrently with initiatives delivered by other innovation hubs. This program is for Black founders or co-founders of early-stage companies looking to take their startups to the next level. We welcome founders from all industries and sectors who have some early traction with their venture and evidence of need and potential demand for their product or service.



Black entrepreneurs gathered for the Black Business Dinner in Cape Breton, NS.

## I'm a Business, Man Podcast



Nevell Provo and Corvell Beals are brothers turned business partners. Together they have launched multiple businesses of all kinds, facing numerous lessons, challenges and triumphs. In their podcast, "I'm a Business, Man", Nevell and Corvell tell the true stories of what it is to be a Black entrepreneur in Canada, bringing business and entrepreneurship to the culture.

In an effort to support our entrepreneurs and share our program with Black communities across Atlantic Canada, the Black Start-Up Project was the main sponsor for season 2 of I'm a Business, Man.

Tune in as Nevell and Corvell discuss building their businesses, investing, and all things getting to the bag: <https://podcastatlantic.com/podcast/im-a-businessman/>

# Coaching & Mentorship

by Black Founders for Black Founders

The Black Start-Up Project's coaching and mentorship programs offer one-on-one coaching and small group mentorship sessions designed to empower entrepreneurs in overcoming specific challenges they face during their business growth journey. Experienced coaches and mentors guide entrepreneurs through focused discussions, collaborating to identify and implement effective solutions.



TOP: St. John's, Newfoundland at Memorial University,  
BOTTOM: North Preston, Nova Scotia at North Preston Community Centre

## BSP COACHES / FACILITATORS / MENTORS



**Didan Ashanta** | *BSP Coach*

A Resilience Strategist and Educator specializing in migrant integration, helping individuals thrive in their host countries by navigating the acculturation process.



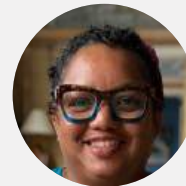
**Lorraine Fleck** | *BUILD Facilitator*

As a commercially practical lawyer and expert in intellectual property (IP) law, Lorraine provides candid and proactive legal advice to help clients manage risk, grow their businesses, and increase profitability.



**Jonah Chininga** | *BSP Coach*

A fintech innovator and CEO of Woveo, known for his expertise in alternative financing and financial inclusion, actively contributing to the entrepreneurial community.



**Natalie Frederick-Wilson** | *START Facilitator and Mentor, BUILD Facilitator and Mentor*

A business advisor and mentor, passionate about helping small businesses succeed and supporting newcomers in Nova Scotia.



**Emmanuel (Mani) Itiveh** | *BSP Coach, BUILD Facilitator*

Founder of Zino Consulting Inc., a consultancy firm specializing in branding, marketing, scaling, and financial strategies, with a successful track record of raising capital for small businesses and organizations.



**Andréa Jones** | *START Facilitator*

Founder of Savvy Social School and the Savvy Social Podcast, Andrea helps businesses and podcasters build profitable communities online through simple social media solutions.



**Seydou Diallo** | *BUILD Mentor*

An Entrepreneurship Advisor assisting businesses in Nova Scotia and delivering services in both French and English to accommodate diverse needs.



**Fantanesh Attomsa** | *BUILD Mentor*

A wellness advocate and social enterprise leader committed to creating therapeutic and inclusive spaces within communities.



**Amoye Henry** | *START & BUILD Facilitator*

Co-founder of Pitch Better and a rockstar millennial entrepreneur on a mission to help scale growth-based businesses led by unique founders.



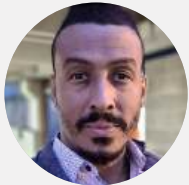
**Matt Cooper** | *START Facilitator*

A multi-time founder and CEO of VOLTA who supports early-stage, high-growth startups throughout Atlantic Canada.



**Bradley Daye** | *BUILD Facilitator*

An entrepreneur and socially conscious recruitment strategist who leads P4G's placemaking work and inspires workplaces to embrace cultural differences.



**Clinton Davis** | *BSP Coach, START Mentor*

An experienced entrepreneur in salon, retail, food, beverage, and music industries, also skilled in web design, marketing, and social media management.



**Nico Jones** | *START Facilitator, BUILD Mentor*

A corporate associate lawyer experienced in real property transactions, financing, corporate negotiations, and consulting with start-ups.



**Zawadi Mayeka** | *BUILD Facilitator*

A results-driven professional with over eight years of experience in banking, tax administration and public practice, specializing in accounting, assurance, income tax, and estate planning services.



**Laurissa Manning** | *START Facilitator and Mentor, BUILD Facilitator*

A seasoned entrepreneur with over 20 years of experience in event management, brand development, and community building.



**Olusegun Osunrinde** | *START Facilitator & Mentor*

A senior product designer and entrepreneur skilled in finding the balance between customer needs, business goals, and technical feasibility.



**Dan Oshodin** | *BSP Coach, START Facilitator & Mentor*

A seasoned startup expert, Senior Programming, and Startup Services Coordinator at Volta, with a track record of success in fundraising and marketing communications.



**Olaitan Roseline** | *BUILD Mentor*

A Regulated Canadian Immigration Consultant and founder of 7th Laurel Immigration Consulting Inc., dedicated to helping others navigate the immigration process.



**Alexandra MacLean** | *BUILD Facilitator*

A multi-talented and career-driven Operational Services Manager at an innovative chemical company.



**Nevell Provo**

CEO of Smooth Meal Prep and co-owner of RnB Kitchen, a podcast creator, and host of "I'm a Business, Man," dedicated to entrepreneurial ventures.



**Tia Upshaw**

Serial entrepreneur, founder & CEO of Blk Women in Excellence, motivational speaker, entrepreneurship content creator, and mentor with a focus on supporting Black women entrepreneurs in Nova Scotia.



**Bo Simango** | BUILD Mentor

CEO and co-founder of Aquafort, disrupting the aquaculture industry and recognized as one of Canada's Clean50 emerging leaders.



**Kilah Rolle** | START Mentor

A strategic communications consultant and multi-media journalist with a passion for arts, culture, and social justice.



**Shaq Smith** | BSP Coach

A versatile professional known for his roles as a Digital Marketing Strategist, Recruiter, and Community Builder, focused on providing value and solving problems.



**Marlon Thompson** | BUILD Facilitator

Founder and CEO of Future Capital and has experience as an angel investor, startup founder, and advocate for underrepresented leaders in the startup ecosystem.



**Ross Simmonds** | BUILD Facilitator

Ross is the founder of Foundation Inc and a leading expert in brand strategy, content marketing, and SEO.



**Tiffani Young** | BUILD Facilitator

Founder of Natural Butter Bar, an award-winning hair and skincare brand selling products across Canada and the US.



At Aruna, we are revolutionizing the way we manage our menstrual health by creating compostable menstrual products designed to be better for our bodies and the planet. Period poverty disproportionately affects racialized communities in North America. Aruna's founders, who are women of colour, deeply understand this problem.

Our first interaction with the Tribe Network allowed us to present our company to the community, which helped us find the right resources and connect with investors. A fund dedicated to racialized entrepreneurs would significantly & positively impact the growth of Aruna. Women in Canada receive less than 3% of all investments, and women of colour receive even less. Tribe's investment fund that focuses on racialized entrepreneurs would level the playing field and would allow us to improve the lives of millions of people, who are often underrepresented in the world of healthcare."

- Rashmi Prakash, Co-founder & CEO, Aruna Revolution

# BSP Stats

**627** Total number of Black Start-Up Project participants

## START

**118**

No. of unique participants in START workshops, including Orientation

**4.7 / 5**

Average workshop rating (from anonymous surveys)

**91%**

Average attendance rate

**36**

No. of unique Black Founder Lunch participants

**32**

No. of registrants

**175%**

Attendance rate

**116** Total mentorship hours booked

## Events

**8**

In-person Black Business Dinners in 2023 (150 participants)

**7**

Atlantic Roadshow Events 2022 (180 participants)



## BUILD

**330**



No. of workshop participants

**4.5 / 5**

Average facilitator rating

**4.7 / 5**

Average workshop rating

**43%**

Average attendance rate

**92**



No. of Burnout & Wellness session participants

**4.8 / 5**

Average facilitator rating

**4.8 / 5**

Average session rating

Virtual Event

**63%**

Average attendance rate

**64 hrs**

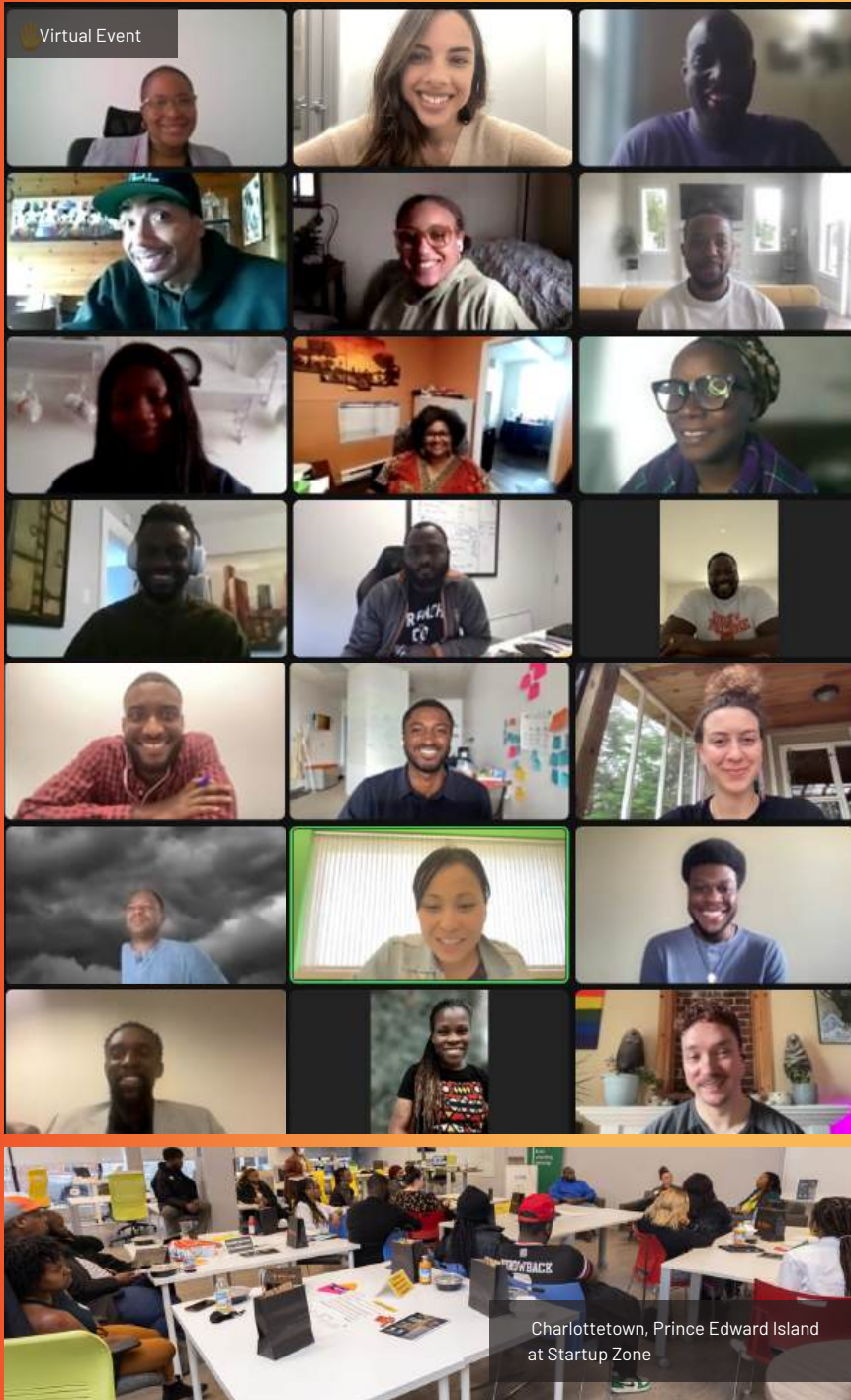
No. of mentorship hours booked

**51**

No. of unique participants

**39**

No. of mentorship sessions



“

Trying to keep our dollar in our communities as long as possible, recycle our dollar seven times within the Black community. Instead of sending it out to other people to do the work if we have expertise in our own community.

Let's use our own community and build our own economic and spiritual, healthy wealth and don't be afraid to build wealth within your community. So I look forward to the session, seeing you on more sessions, and that we all grow together.

- Anonymous participant



## Words from our BUILD Participants

### WORKSHOPS

*"The facilitators were all great and presented as well as engaged the participants respectfully."*

*"Even the stuff I already knew about, she explained it in a way that was new to me and really helped me understand it better."*

*"All of the information that was given during the session was really useful to move forward in our business. Thank you to the Tribe Network!"*

*"Very informative and easy to understand and follow along. The session came loaded with information that I could apply immediately to my business."*

### BUILD BURNOUT & WELLNESS SESSIONS

*"The conversation with the guest speaker totally inspired me and also felt like a wake-up call."*

*"I like how applicable the information was to real life experiences for racialized entrepreneurs."*



The Tribe team and racialized founders gathered in Tatamagouche, NS, for the IDEA Fellowship Retreat.

# Tribe IDEA Fellows are Changemakers sharing their bright ideas.

Supported by  Emera

“This partnership builds on Emera’s long history of driving innovation and entrepreneurship in Atlantic Canada to build strong communities... By helping to provide resources and support that have historically been lacking for BIPOC entrepreneurs and community leaders, together we can shape a region that is more diverse, equitable and inclusive.”

– Scott Balfour, President and CEO, Emera Inc.

On November 25, 2021, Tribe Network and Emera Inc. launched the IDEA (Inclusion, Diversity, Equity & Access) Fellowship presented by Emera to create opportunities for racialized innovators in Nova Scotia to pursue entrepreneurship and innovation. The program was intended to provide participants with access to peer networks, mentors and industry experts, and financial support to pursue their community-based efforts.

After completing the first iteration of this program, the IDEA fellowship has evolved into the Start Small Grant Program, which allows us to serve more racialized entrepreneurs from across Atlantic Canada.

# Meet the IDEA Fellows

Meet the eleven Tribe IDEA Fellows advocating for inclusive policy, research and advocacy, and innovation in Nova Scotia:



**Tia Upshaw**, *Black Women in Excellence (BWIE)*

Black Women in Excellence (BWIE) is a nonprofit organization that provides education, support and community for Black women entrepreneurs. The BWIE multi-step programming includes 16-week startup cohorts, 12-week scale-up cohorts, 6-week mentorship initiatives, coaching calls, discussion panels, and networking events.



**Jayne Akinyi**  
*Dada Dunia*

Dada Dunia is an ethical virtual assistant organization that offers fair labour practices and social responsibility to VAs based in Africa. Dada Dunia pairs its clients with skilled virtual assistants that match their working style and business needs, ensuring seamless and productive relationships.



**Tyson Tolliver**  
*African Nova Scotian Directory*

The African Nova Scotian Directory (ANSD) platform is designed to connect African Nova Scotians online. ANSD offers site visitors the ability to search for and contribute to a comprehensive public database of African Nova Scotian points of interest, including culture, food, business, spirituality, education, and music.



**Yohan Peiris**  
*Renewly Solar*

Renewly Solar helps homeowners in Atlantic Canada navigate through the hurdles of installing a solar system for their homes. The multi-disciplinary teams at Renewly Solar focus on delivering highly detailed and engineered solar systems across Atlantic Canada by providing a customized energy solution for each home.



**Ravindra Kempaiah**  
*Zen Electric Bikes Inc.*

At Zen Electric Bikes, the problem of urban mobility is solved by replacing cars with high-performance electric bikes that offer a 600 km range using just \$1 of electricity. The top-quality E-bike battery technology at Zen Electric Bikes offers a life span 5 times longer than current competitors.



**Haruka Aoyama**  
*Change Today Change Tomorrow*

Change Today Change Tomorrow's vision is to create a community where people passionately participate, and everything done sustains the health ecosystem. Social solutions are delivered to inform sustainability gaps in current climate change adaptation and mitigation work.



**Amy Grant**  
*Pink Lnu*

Pink Lnu is dedicated to providing quality diversity and inclusion workshops through the lens of traditional Mi'kmaw teachings. Pink Lnu is committed to making the world a more equitable place, one company, one person, and one story at a time.



**Kilah Rolle**

*Origin Communications*

Kilah is building a boutique strategic communications consultancy focused on providing tailored communication solutions that prioritize diversity, equity, and inclusion, while respecting cultural heritage and facilitating deep empathy.



**Omar Abdelaziz**

*Harbour Center for Policy Solutions*

The Harbour Center is a think tank. The forward-thinking platform is designed for BIPOC professionals in all fields of policymaking and policy analysis to share their views and solutions as a first step or a supporting step to their involvement in politics.



**Abdul Onabanjo**

*iFormit Solutions*

At iFormit Solutions Inc, smart metering infrastructure is simplified. Using the sub-metering approach, iFormit ensures clean utility consumption for an environmentally conscious future.



**Killa Atencio**

*IndigenUs Network*

IndigenUs is a marketplace platform designed for Indigenous knowledge carriers and subject matter experts to connect, network and get hired by clients both within and outside the Indigenous community.

## IDEA Retreat 2022

In July of 2020, the Tribe team and IDEA fellows headed to Tatamagouche, NS, to connect and help each other develop as entrepreneurs. We spent some time exploring our well-being, working through our roadblocks, and sharing our tactical skills like bookkeeping, storytelling, networking, and board governance. There was also lots of space for laughter, joy, and dance parties!

Alongside our fellows, we welcomed entrepreneurs Erika Campbell, co-founder of ANAE Properties, Bernadette-Hamilton Reid, founder of Sankofa Bookkeeping, and Daniel Morka, co-founder of Essential Recruit. Everyone who attended created a safe and welcoming space to learn and grow together, and all left feeling renewed energy to develop their businesses.

An extra special thank you goes out to our facilitator, Jessica Fan, for co-creating such an amazing weekend for us, as well as the staff at the Tatamagouche Centre for the excellent accommodations and food.

African Nova Scotian entrepreneurs Tyson Tolliver, Bernadette Hamilton-Reid, and Erika Campbell joined Tribe Network in Tatamagouche, NS, for the IDEA Fellowship Retreat.



# IDEA Showcase 2022



In November 2022, Tribe convened senior leaders and Tribe supporters to celebrate the incredible work of our IDEA fellows.

In November 2022, Tribe Network convened IDEA fellows and senior leaders from various sectors for an event focused on advancing inclusion, diversity, equity, and accessibility (IDEA) in the entrepreneurship and innovation ecosystem.

We celebrated the amazing work Tribe's first IDEA Fellowship cohort accomplished over the last year and enjoyed a thoughtful conversation about what inclusive policy, research and innovation in Nova Scotia could look like. Thank you to all our IDEA fellows for making us part of your journeys and joining us on our mission. We wish you all success in any challenge you take on and are here to support you always.

Special shoutouts to Emera for supporting the IDEA Fellowship and helping us to put together this event, the National team for putting together a wonderful event, Unbound Media for capturing it beautifully, and Niyi Adeogun for the stunning posters designed for each fellow.



Origin Communications founder and IDEA fellow Kilah Rolle moderated a panel on the state of the Atlantic Canadian ecosystem and its supports for racialized founders.



Black Women in Excellence founder and IDEA fellow Tia Upshaw shared empowering insights and encouragement for Black women entrepreneurs at our IDEA Showcase.



Tribe senior leadership and IDEA fellows shared their experiences and thoughts on the state of inclusion and diversity in the Canadian startup ecosystem.



We celebrated our IDEA fellows, including Dada Dunia founder Jayne Akinyi who is building an ethical virtual assistant organization that offers fair labour practices and social responsibility to VAs based in Africa.



Racialized founders from across Atlantic Canada, including Door2Door founder Agunbiade Seun Richards, networked with investors, incubators, and other racialized founders at the Tribe Ventures Kick-Off in Halifax.

## Tribe Ventures invests in generational wealth creation for racialized entrepreneurs.

Tribe Ventures is a venture fund that specializes in funding racialized entrepreneurs. The fund was created to address the systemic barriers faced by racialized communities in accessing capital and to help close the funding gap. We aim to support entrepreneurs who are often overlooked and underestimated by traditional venture capital firms and to create a more equitable startup ecosystem where more than 1-2% of venture capital is deployed towards racialized founders.

We believe that diversity and inclusion are essential for innovation and that investing in underrepresented founders is not only the right thing to do but also makes good business sense.

To learn more about the fund and get involved, visit [tribeventures.ca](http://tribeventures.ca).

## Kick-Off Events



The Tribe Ventures team officially introduced the fund to the Canadian ecosystem with a kick-off event in Halifax, NS.

Tribe Ventures recently hosted a series of kick-off events to introduce the fund to the community and to connect with potential partners and entrepreneurs. The goal of the events was to build relationships, share the fund's mission and values, and identify potential investment opportunities.

### HALIFAX

The Halifax event at Tribe HQ marked the official announcement of the venture fund. We were joined by founders, investors, and ecosystem partners from across Atlantic Canada.

At the event, several founders pitched their companies, demonstrating for investors and ecosystem partners just a few of the racialized founders who are solving some of Canada's major problems. Some founders who pitched were Daniel Morka, co-founder of Essential Recruit, Ravindra Kempaiah, CEO of Zen Energy, Rashmi Prakash, CEO of Aruna Revolution, Ashwin Razdan, co-founder of Adrigo Insights, Seun Richards, CEO of Door 2 Door, and Kendall Darling, CEO of PilotX Technologies.

### TORONTO

The Tribe team attended Collision Conference, Canada's largest tech event, which attracted an impressive crowd of over 35,000 attendees this year. During the event, our CEO, Alfred Burgesson, sat on a panel hosted by Tech Connect Africa. The panel also featured Alisha Golden (TechStars) and Lise Birikundavyi (BKR Capital). This session provided insightful discussions and reflections on the current direction of the tech and venture capital ecosystem and how to create bridges between the West and Africa.

At Collision, Tribe also hosted an engaging community session with key partners and founders. Notable people in attendance were Tribe's board chair, Savior Joseph, and the board chair of the Black Opportunity Fund (BOF), Ray Williams. This event was an opportunity to share the aspirations, direction, and thesis of the fund with the larger Canadian ecosystem.



The Firehood, a venture fund that invests in women and is backed by women founders, joined the Tribe team in Halifax for our official kick-off of Tribe Ventures.

## MONTREAL

Following our time in Toronto, the Tribe Ventures team visited Montreal for Startup Fest, where Tribe CEO Alfred served as a judge in the \$100k Black Entrepreneurship Investment Prize. The winning pitch was *Hutsy Financial*, a financial app that aims to make financial wellness achievable for everyone, regardless of their background or financial situation. Hutsy Financial's mission revolves around helping Canadians build and establish credit whilst educating them on financial topics to help save money.

At the Caisse de dépôt et placement du Québec (CDPQ), Alfred took part in a Rep Matters Breakfast Club session moderated by Phil Joseph. The session brought in local racialized entrepreneurs eager to learn about Tribe Ventures and its progress in raising the fund.



Tribe CEO and founder Alfred Burgesson was invited to take part in the Rep Matters Breakfast Club session and share information about Tribe Ventures in Montreal, QC, during Startup Fest.



Investors, founders, and Startup Fest attendees joined Tribe Network at the Rep Matters Breakfast Club session in Montreal, Quebec, to learn about Tribe Ventures.

## CALGARY

For our final event, we headed to Calgary, a city experiencing exponential growth in its tech ecosystem, particularly in the fintech space. Platform Calgary hosted us at their innovation hub, where we had the opportunity to connect with local entrepreneurs, investors, and startup supports. After a brief networking session, the Tribe team took to the stage to present the Tribe Ventures Fund, which was followed by an in-depth Q&A session.



Investors, racialized founders, and startup support organizations from Calgary, AB, joined us at Platform Calgary to learn about Tribe Ventures.



Racialized founders and investors in Calgary had the opportunity to learn and ask questions about the Tribe Ventures Fund and its vision.

# Tribe Ventures Events Stats

TOTAL 227

 84  
Founders

 30  
Investors

 113  
Ecosystem  
Partners

Calgary 109

 46  
Founders

 15  
Investors

 48  
Ecosystem  
Partners

Halifax 67

 11  
Founders

 8  
Investors

 48  
Ecosystem  
Partners

Montreal 51

 27  
Founders

 7  
Investors

 17  
Ecosystem  
Partners



"Pitching at the roadshow in Tribe's office was an amazing experience. I met like-minded, highly motivated aspiring entrepreneurs who were thorough in their field of work, and also willing to discuss, share and learn about other businesses. The vibe was so inspirational!"

The launch of the Tribe Venture Fund is a reflection of the community's interest in encouraging and motivating young minds with varied backgrounds. It also gives us hope - assuring many that if we have an idea, the rigor and perseverance to build a solution - we have a tribe that will help commercialize and launch it."

— Ashwin Razdan, Co-founder & CEO, Adrigo Insights

"I was very happy to be a part of the Tribe Network Launch. As a founder who has previously raised a pre-SEED round, I understand the frustrations and pain that your team is seeking to fill.

Black founders are in desperate need of support at the pre-SEED stage many don't have the required minimum financial backing to test their ideas, build their MVPs, and generate market buy-in at the early stages.

Tribe is filling a real need and I'm sure will uncover some black-led unicorn founders."

— Daniel Kamau, Founder & CEO, Sketchdeck.ai



# Tribe Huddles support personal growth & professional development.



Tribe Huddles are a space for participants to find relevant support and expertise from experts and professionals who have been in their shoes and understand the unique challenges and experiences we face as racialized professionals, entrepreneurs, and innovators.

Huddles are free events open for anyone to join and are usually held virtually. The event format can vary slightly, but it usually includes a presentation, interactive activity, or fireside chat for the first section, followed by an opportunity for participants to ask questions.

The main purpose of our huddles is to showcase and share the knowledge of the racialized entrepreneurs, innovators, and professionals in our network. Since 2022, we've been joined by experts across a wide range of industries and fields who have shared their tips, tricks, and industry secrets with the Tribe network.

## **SOME OF THE HUDDLES WE'VE HOSTED SINCE STARTING THIS INITIATIVE:**

- Grantwriting 101: How to write a winning grant and grants you can apply to
- Why IP is important & How to pay for it
- Collecting customer data and privacy laws you need to know
- Principles of Menteeship and Inclusive Mentorship
- How to build purpose-driven businesses
- How to get hired
- Making Connections - How to build meaningful relationships in business
- Principles of Entrepreneurship

# Meet the Experts

Tribe Network Huddles are led by experts and professionals who can understand the unique experiences/challenges of racialized professionals and provide actionable insights on relevant topics.



**Charlotte Wong**  
Senior Advisor for  
the OPC's Business  
Advisory Directorate



**Jacob LeBlanc**  
Senior Advisor for  
the OPC's Business  
Advisory Directorate



**Coach (Raia) Carey**  
Equity, Diveristy and  
Inclusion Consultant,  
MindFrame Connect



**Erin Wynn**  
Manager, Education  
and Evaluation,  
MindFrame Connect



**Arizona Commanda-  
Boissoneau**  
Grant Coordinator,  
CRE



**Daniella Sam**  
Recruiter, KBRS



**Taq Kaur Bhandal**  
Partner, BIPOC Search  
Executive and Founder,  
I'm with Periods



**Laurissa Manning**  
Co-Founder  
and Principal,  
DLM Consulting



**Lauren Sears**  
Co-Founder  
and Principal,  
DLM Consulting



**Peter L'esperance**  
Associate Lawyer,  
McInnes Cooper



**Nico Jones**  
Associate, Corporate,  
Stewart McKelvey



**Sally Ng**  
CEO & Founder,  
The Triple Effect



**Niraj Shukla**  
Director, Atlantic  
IP Initiative



**Fola Kortee**  
Impact and Evaluation  
Coordinator, CRE



**Bradley Daye**  
Co-Founder,  
Placemaking 4G



**Permjit Valia**  
Advisor, MindFrame  
Connect



**Meghann Coleman**  
Director, MindFrame  
Connect



**Patricia Eve Martin**  
Grant Coordinator,  
CRE

# Summary of Huddles



## PRINCIPLES OF MENTEESHIP

May 3, 2022

Facilitators: Mindframe Connect

This huddle was a valuable session focused on imparting essential skills for effectively managing mentorship relationships. Participants learned key principles to foster productive mentor-mentee interactions.

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## PRINCIPLES OF MENTORSHIP

June 2, 2022

Facilitators: Mindframe Connect & Permjot Valia

This huddle was dedicated to the enhancement of mentorship skills. Permjot provided valuable insights and practical tips, and participants engaged in open discussions to exchange ideas and experiences on effective mentoring.

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## PRINCIPLES OF ENTREPRENEURSHIP

June 23, 2022

Facilitators: Sally Ng, Peter L'espérance, Nico Jones

In this huddle, attendees received fundamental guidance for launching a business. It covered key topics, including an introduction to various legal structures, essential aspects of budgeting and accounting, the basics of business planning, and strategies for building a comprehensive and well-rounded business.

## MAKING CONNECTIONS - HOW TO BUILD MEANINGFUL RELATIONSHIPS IN BUSINESS

July 7, 2022

Facilitators: Sally Ng, Barrinique Griffin

This huddle covered the core challenges entrepreneurs face when forging business connections and shared tips on how to optimize networking opportunities. Topics included mastering LinkedIn for effective connections, how to navigate social situations with finesse, and building strong emotional and relationship capital.

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## HOW TO GET HIRED

Aug 11, 2022

Facilitators: Bradley Daye, Taq Kaur Bhandal, Daniella Sam

During this impactful huddle, community experts provide invaluable insights into recruitment, shedding light on key strategies for optimizing one's presentation to seize job opportunities. The discussions encompassed essential topics such as the discerning criteria recruiters employ when evaluating candidates, effective self-presentation techniques and adopt methods for engaging in salary negotiations.

### Stats

**10** huddles hosted

**261** attendees total

**419** registrants total

**75%** average attendance rate

## **BUILDING PURPOSE-DRIVEN BUSINESSES**

Oct 19, 2022

Facilitators: DLM Consulting - Laurissa Manning , Lauren Sears

Lauren and Larissa, founders and strategic development experts, discussed the essentials of building purpose-driven businesses. They highlighted the need for more than just a great product or service, emphasizing the importance of aligning systems and structures with a company's purpose and values, as well as cultivating a team founded on trust and confidence for organizational success.

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## **MINDFRAME CONNECT WORKSHOPS (VIRTUAL) PRINCIPLES OF MENTEESHIP AND INCLUSIVE MENTORSHIP**

Mar 2, 2023

Facilitators: Mindframe Connect - Coach Carey, Meghann Coleman, Erica Wynn

Mindframe Connect covered two key aspects of mentorship. The first workshop aimed to acquaint attendees with the basic principles of mentorship and teach them how to excel as mentees . Coach Carey focused on how to promote inclusivity within mentorship relationships, helping mentors and mentees navigate their interactions more inclusively.

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## **COLLECTING CUSTOMER DATA AND PRIVACY LAWS YOU NEED TO KNOW**

May 11, 2023

Facilitators: Office of the Privacy Commissioner of Canada - Charlotte Wong, Jacob LeBlanc

Charlotte and Jacob covered essential topics such as the OPC (Office of the Privacy Commissioner)'s definition of personal information, compliance requirements with Canadian privacy laws, and the integration of PIPEDA's Fair Information Principles that apply in running a business.

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## **WHY IP IS IMPORTANT & HOW TO PAY FOR IT**

June 23, 2023

Facilitators: Springboard's Atlantic IP Initiative - Niraj Shukla

Niraj focused on highlighting the importance of protecting IP for businesses, emphasizing how patents, copyrights, trademarks, and other forms of IP can provide a competitive advantage. It introduced Springboard's Atlantic IP initiative, a program designed to assist startups in the region in developing IP strategies and financially supporting IP protection.

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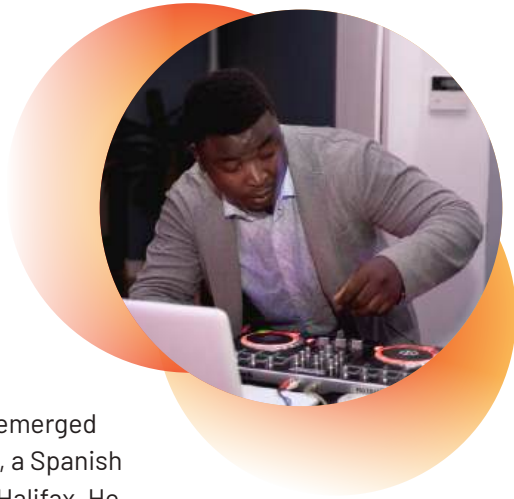
## **GRANTWRITING 101 : HOW TO WRITE A WINNING GRANT AND GRANTS YOU CAN APPLY TO**

August 08, 2023

Facilitators: Springboard's Atlantic IP Initiative - Niraj Shukla

CRE provided valuable insights into writing a successful grant application, emphasizing its crucial role in securing funding for businesses. Participants learned the fundamentals of grant writing and were introduced to platforms where they could discover more grant opportunities.

## Truly Tribe Stories



Moses' business name, *Haliente*, emerged from the combination of *caliente*, a Spanish word signifying hot or spicy, and Halifax. He skillfully melded these two elements together to establish *Haliente*, symbolizing both the Latin essence and the Halifax connection in the business' identity.

Moses Diallo, *Owner, Haliente Dance Studio*



"At resilient foreigner, we build resilient foreigners." Didan shared how the inevitable challenges and obstacles that come with living in a new country can be disheartening and overwhelming. She now works with foreigners, enabling them to not only adapt but thrive in their host country. This mission is precisely what inspired her unique business name, *Resilient Foreigner*.

Didan Ashanta, *Founder, Resilient Foreigner*

# Africville Forever Podcast

Wins Best Podcast of the Year



In 1969, the last home in the black community of Africville was flattened. The bulldozer was hired by a city that had schemed to claim this valuable land for generations. In this 5 part series, we tell the story of this unique and beautiful place. Born out of adversity, it thrived as a safe haven for people of African descent in Canada. If you care about racism, displaced peoples and social justice, then you need to know the story of Africville Forever. Hosted by Eddy Carvery III & Alfred Burgessson. A Podstarter production for Frequency Podcast Network.

### EPISODES

- Episode 1: Have you heard of Africville?
- Episode 2: Birth
- Episode 3: Thrive
- Episode 4: Destruction
- Episode 5: Forever

# Start Small Grant Program provides funding to help many big ideas start small.



TOP TO BOTTOM: Mariah Pelley-Smith of MIBV, Tiffani Young of Natural Butter Bar Cosmetics, Samuel Ilunga of GoCabs

Cash grants are difficult to come by in the entrepreneurship ecosystem. The Start Small Grant Program powered by Emera was developed from lessons learned during the IDEA Fellowship. It was created as a low-barrier opportunity to help entrepreneurs and community leaders access funding and support to start businesses and community initiatives.

In addition to non-repayable funding, the program builds a support network around recipients, with peer-to-peer networking opportunities and mentorship to help them get their ideas off the ground.

## ABOUT THE PARTICIPANTS

From sustainable agriculture initiatives fostering local food production to diversity and inclusion-focused services enhancing workplaces and communities, Start Small Grant recipients are catalysts for positive change. Some are spearheading tech innovations, offering solutions that streamline business operations, while others in the creative arts are promoting cultural diversity and sustainability.

## How is Start Small impacting recipients?

The Start Small mentorship program has made a significant impact, with all mentees reporting that the sessions have been beneficial in achieving their goals. These sessions have boosted participants' confidence and provided valuable networking opportunities, leading to meaningful connections.

The top 5 areas of development that Start Small Grant participants seek help with include the following:

- 1. Business Planning and Strategy:** Many participants sought guidance on creating comprehensive business plans, aligning their strategies with disability standards, and effectively managing day-to-day tasks while focusing on product innovation.
- 2. Marketing and Online Presence:** Developing marketing plans, especially with a focus on web design and social media marketing, was a recurring theme. Participants were eager to establish and expand their online presence and brand visibility.
- 3. Product Development and Innovation:** Questions about product innovation, identifying Minimum Viable Products (MVPs), and managing time for innovation indicated a strong desire for guidance in product development and efficiency.
- 4. Legal Compliance and Intellectual Property:** Legal compliance, including adherence to disability standards and PIPEDA regulations, was a significant concern. Participants also sought advice on intellectual property strategies, copyright, and brand protection.
- 5. Brand Identity and Inclusivity:** Establishing brand identity, building portfolios, transitioning to sustainable business models, and creating tiered pricing structures that prioritize inclusivity were key areas of focus. Participants aimed to build businesses that resonate with diverse clientele while fostering equity.



Irene Rose Saliendra of Fem Entity

## Stats

82

Grant Recipients

\$51,000

Total funding distributed so far:

- 62 x \$500
- 20 x \$1000

28 of 82

Unique participants participating in mentorship sessions (34% engagement rate)

45 Mentor sessions booked (3 participants per session)

61% Attendance rate (19/31)

100% of mentees reported that...

their mentorship sessions have or will help them achieve their identified goals

the sessions positively impacted their confidence in making early-stage business decisions

they were "very satisfied" with their mentorship sessions

they networked and made connections in their mentorship sessions

# Enabling digital & technology adoption



## COMPUTERS FOR ENTREPRENEURS

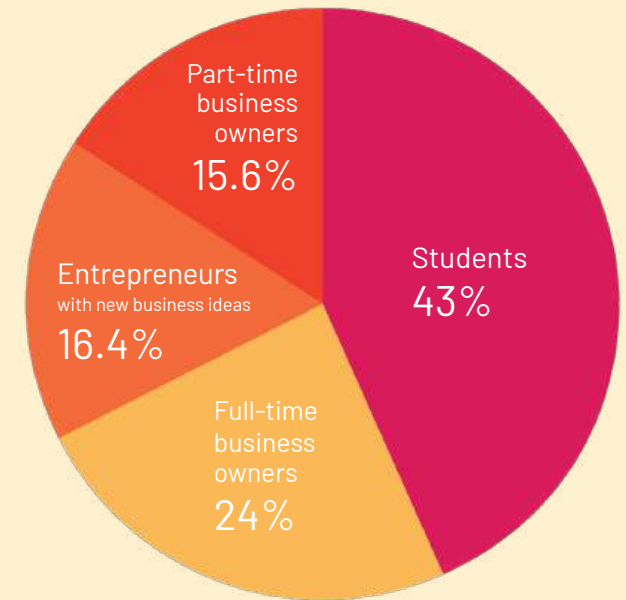
In 2022, we began a collaboration with Atlantic Computers for Schools+. Computer for Schools originally sought to provide devices to students, especially during the pandemic when classes could not take place in classroom settings. The program has now broadened to allow business owners to request devices to start their entrepreneurship journey. Tribe Network saw this as an opportunity to engage racialized founders and students by developing a centralized signup location on the Tribe Platform for our 1000+ members to apply to the four Atlantic programs.

The program supports full-time business owners, part-time business owners, and individuals with new business ideas. The keen interest in this program underscores both the program's impact across different entrepreneurial and educational scenarios as well as the demand that remains for marginalized students and business owners to gain access to devices.

## Stats

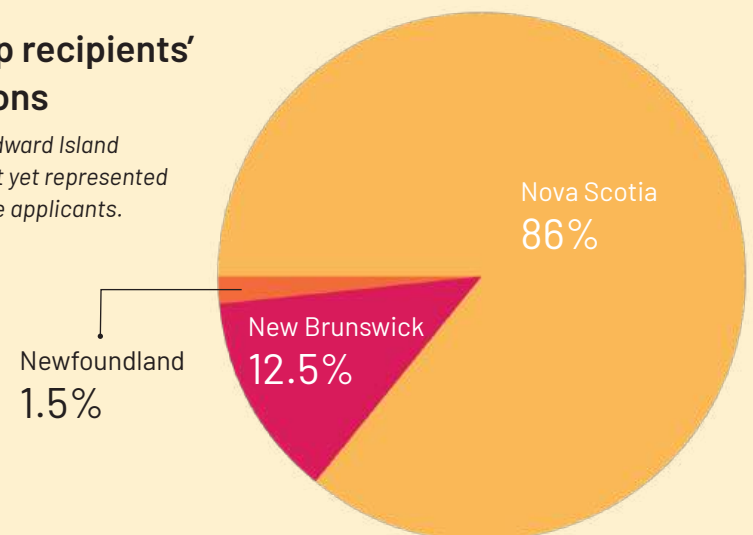
**62** Total number of participants who have received a laptop to date

## Demographics



## Laptop recipients' locations

*\*Prince Edward Island (PEI) is not yet represented among the applicants.*





*The more we see Indigenous people out there succeeding in spaces that have generally not been created for us, the more attainable these dreams will be. The most rewarding part about being an entrepreneur is the growth that I've seen in myself personally. I realize that I am meant to be doing this. I belong in these spaces, in these competitions, in these meetings.*

— Killa Atencio, "Conquering Imposter Syndrome as an Indigenous Founder"

## Tribe blog highlights community thought leaders

Tribe's blog celebrates the unique journeys of racialized entrepreneurs and innovators in our network. The Tribe blog is a key part of our mission to build a connected community and highlight the experiences and perspectives of racialized talent within our programs and network.

You'll find engaging content, including insights on DEI policies, changing careers, mentorship and the importance of networking, addressing intergenerational money trauma, practices for levelling up as an executive leader, balancing parenthood and entrepreneurship, conquering imposter syndrome and more.

Check it out at [tribenetwork.ca/blog](https://tribenetwork.ca/blog).

# Meet Our Writers



## **Kilah Rolle**

*Entrepreneur and Inclusive Communications Specialist*

Kilah Rolle (she/her/mom) is a Halifax, Nova Scotia based inclusive communications consultant, content creator with intersecting Caribbean (Bahamas/Africa) and European (Canada/France) Diasporic identities.



## **Taq Kaur**

*Founder, I'm With Periods*

Dr. Taq Kaur Bhandal, an experienced researcher and practitioner in social justice, public policy, and gender-based health analysis, specializes in decolonial approaches to recruitment and search. She is the founder of @imwithperiods and published a book titled *Self-Care Down There* with Simon & Schuster in 2020.



## **Killa Atencio**

*Creative Entrepreneur and Cultural Consultant, Founder, IndigenUs*

Killa Atencio, originally from Listuguj First Nation in Mi'gmaq Territory (Quebec, Canada), shares her voice and culture in many ways – as a poet and spoken word artist, as a visual artist and entrepreneur, and through her work in community, to name a few. Along with her artistic expression, Killa enjoys work that contributes to youth and community development, Indigenous relations and education.

“If you believe you have to work twice as hard as anyone else, ask yourself why. Is that a law of nature, or a destructive belief you were conditioned to accept? Productivity tools can serve us so well, as long as we don’t let an arbitrary system define our desires and goals.”

– Sandra Hannebohm, *“More” is not enough: Finding Balance, Self-Worth and the True Meaning of Productivity*”



## **Sandra Hannebohm**

*Entrepreneur, Journalist and Digital Producer*

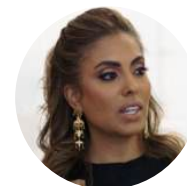
Sandra Hannebohm is a journalist, digital producer and founder of *Twice As Good*, a Black multimedia newsletter that helps you better engage with the news by slowing down. She also hosts and produces *The Lion’s Roar Podcast* from *Lion’s Roar* magazine.



## **Stephanie Omonibo**

*Digital Marketer and CEO, Scents by MoTari*

Stephanie is an entrepreneur and digital marketer who helps small businesses establish a strong online presence on social media platforms. With her experience in the digital space, Stephanie is dedicated to helping others achieve success in their ventures.



## **Nadine M. Woods**

*Conscious Entrepreneur & Social Justice Advocate*

Nadine M. Woods is a social entrepreneur, advocate and founder of *Mayana Genevière*. She specializes in a decolonial approach to fashion and leads with purpose through her groundbreaking designs and initiatives that are transforming the industry and inspiring others to join the movement toward equity and inclusion.



find your tribe

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