

Brampton Entrepreneurship Skills & Talent Development Proposal

Purpose of Program: To build the City of Brampton’s programming capacity for Immigrant Entrepreneurs and their families in Brampton, including essential skills training and settlement services.

Goal: Assist 100 MSME businesses founded by Immigrant Entrepreneurs.

Attract Awareness and Attraction	Recruitment Leveraging Business Immigration for Recruitment	Programming Support Enhance Programming Services
<p>Attract immigrant entrepreneurs to come to Brampton</p> <p>1. <u>Research and develop an international immigrant recruitment strategy:</u></p> <ul style="list-style-type: none">Identify source countries and build a recruitment strategy <p>2. <u>Develop an Execution Strategy:</u></p> <ul style="list-style-type: none">Develop marketing collateralApproach to generate leadsEstablish partnerships <p>3. <u>Building Recruitment Team and Implement Marketing Strategies</u></p> <ul style="list-style-type: none">Build in-market recruitment teamsCoordinate between current resources and new resources	<p>Support immigrant entrepreneurs with business immigration programs</p> <p>1. <u>Setting up infrastructure:</u></p> <p>Hiring and Training team:</p> <ul style="list-style-type: none">Match the skills required for each position with shortlisted candidates.Create educational webinars/seminars to train the business success team regarding immigration programs <p>Screening:</p> <ul style="list-style-type: none">Develop a screening tools for business immigration programs. <p>Recruitment:</p> <ul style="list-style-type: none">Recruit local businesses interested in mentoring entrepreneurs in the program. <p>Development of virtual support:</p> <ul style="list-style-type: none">Develop virtual supports to assist entrepreneurs with their business plans.	<p>Provide business programming services and settlement supports</p> <p>1. <u>Develop and implement programming:</u></p> <ul style="list-style-type: none">On-board international entrepreneurs and start delivering curated business programming. <p>2. <u>Incubator-led entrepreneur and staff settlement services:</u></p> <ul style="list-style-type: none">Develop a settlement plan and facilitate settlement supports for Entrepreneurs. <p>3. <u>Skills and talent development:</u></p> <ul style="list-style-type: none">Surveying entrepreneurs regarding their talent needs.Recruit unemployed and underemployed professionals and help them become fractional service providers.