



## NEWS RELEASE

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### TRURO TO PARTNER WITH THE SOBEY SCHOOL OF BUSINESS TO LAUNCH A NEW PROGRAM FOR YOUNG ASPIRING ENTREPRENEURS

The Sobey School of Business Development Centre at Saint Mary's University and the Government of Nova Scotia are partnering with the Town of Truro and a number of other communities in Nova Scotia to launch a new program called *The Start-Up 100*. The ten month program partners young entrepreneurs with business mentors in their own communities and focuses on creating 100 new ventures across Nova Scotia. The project will be coordinated and administered by the Sobey School of Business Development Centre in partnership with Enactus Saint Mary's and will consist of entrepreneurial youth from 50 communities across the province.

Youth who participate will be provided with the resources and opportunities to start their own businesses. The foundation of the project will allow the participants to develop entrepreneurial interests, gain real life experience, and access resources and information to prepare them for running their own businesses.

"I talk to a number of young people who are trying to start a business or go to the next level," said Town of Truro Mayor, Bill Mills, "It is a needed program."

As part of this program, youth will be partnered with business mentors in their communities who are able to provide advice and to share their own real world experiences for what it takes to start a successful business. The participants will also join a network of 99 other youth participants from across Nova Scotia, learn from well-established university curriculum and tools, take part in a flagship program to add to their resume, and experience personal growth, leadership, business skills advancement, entrepreneurship and leadership.

In order to be eligible to participate, you must be:

- A student, or intend to enroll as a student,
- Be 15-35 years of age (special circumstances may be accepted), and
- Be a resident of Nova Scotia for 6 months prior to applying.

If you are interested in applying, register for *The Start-Up 100* simply by following the steps in the link below:

<http://fluidsurveys.com/surveys/smubdc/the-startup-100-participant-application-form/>

"We are eager to hear from students who meet these criteria and are interested in the program," said Jared Perry, Sobey School of Business Development Centre, "There is a whole new generation of entrepreneurs awaiting opportunities and we are looking forward to their ideas and contributions."

The program is also looking for interested entrepreneurs from the Truro area to act as business mentors. Mentors from within the community will help provide access to networks and industry connections, they will assist the participants with setting goals, will help to monitor these goals through regular meetings, and they will help establish relationship protocols for the student. Mentors are supported through the Sobey School of Business Development Centre as needed.

“Truro has a supportive business community,” said Alison Grant, Business Development Officer for the Town of Truro, “This program provides the opportunity for our local business leaders to get involved and to provide business advice, as well as support and encouragement, to our young aspiring entrepreneurs. Learning through the real world experiences of a business mentor can help to motivate and reassure the participants, as well as enhance their connection to the community.”

If you have any questions or comments on how to participate, both as a young entrepreneur or as a business mentor, please contact Jared Perry, Sobey School of Business Development Centre at (902)491-6514, or by email at [jared.perry@smu.ca](mailto:jared.perry@smu.ca).

For more information you may also contact:

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