



NEWS RELEASE

FOR IMMEDIATE RELEASE

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WORKFORCE WINDSOR ESSEX LAUNCHES ENTREPRENEURSHIP RESOURCES, SUPPORTING JOBSEEKERS LOOKING TO BECOME BUSINESS OWNERS

New online Entrepreneurship Portal provides clear descriptions, benefits, and next steps for starting and operating your own business

WINDSOR, ON – Today, as part of Founder’s Week, Workforce WindsorEssex launched a new online [Entrepreneurship Portal](#) for the community to promote entrepreneurship as a stable and sustainable career opportunity and show how to go about taking the first step toward business ownership.

Resources provide information for beginners, including information on what it means to be an entrepreneur, why entrepreneurship can be a beneficial career in Windsor-Essex, local supports and service providers (reference information for which organizations provide what services and to who), and information on how to start planning for a career as an entrepreneur. Interviews with local entrepreneurs are included in the portal, showcasing stories of female, youth, and newcomer-owned businesses. There is also resources for students to show how entrepreneurial studies can be incorporated into their chosen educational path, including those studying in STEM fields.

The rate of entrepreneurship in Windsor-Essex has historically been lower than other regions in the province, with self-employment continuing to decrease in rural areas. The local entrepreneurship ecosystem is improving with increased supports for start-ups and those looking to grow their business. However, there is a lack in local supports for those in the available workforce to learn about entrepreneurship and how they can begin a career as their own boss. Of the 5,145 incorporations in the Windsor CMA (which includes Windsor, Tecumseh, Lakeshore, LaSalle, and Amherstburg), only 23% are owned by women. According to a survey of newcomers in 2017, 17% of respondents had an interest in owning their own business, with many looking at construction companies, salons, or restaurants.

These resources connect users to the next steps in the entrepreneurship pipeline, referring them to community partners working in different fields of entrepreneurship, business supports, and incubator programs.

To increase awareness for entrepreneurship career paths, a virtual panel event will be hosted on Wednesday, November 24. Windsor-Essex is home to several organizations, programs, and supports to assist people interested in starting their own business. These include community partners, business supports, and incubator programs. The [Entrepreneurship Portal](#) outlines what is available to help you develop your plan and what the next steps are for you – from idea to launch to growth.

QUOTES:

“The new portal will act as a starting point for those not previously exposed to entrepreneurship. Whether a student, jobseeker, newcomer, parent, entrepreneurship can be a great career choice for those looking to have more control over their future employment.”

- Tashlyn Teskey, Manager of Projects & Research, Workforce WindsorEssex

“Having a clear picture of the job market is crucial for people and businesses to make smarter decisions about their future. Online resources like these are an invaluable tool when jobseekers and entrepreneurs are looking for information to guide their choices. By investing in these projects, our government is driving economic recovery in communities across Ontario.”

- Monte McNaughton, Minister of Labour, Training and Skills Development

QUICK LINKS:

- Learn more about the Entrepreneurship Portal: www.workforcewindsoressex.com/entrepreneurship-in-windsor-essex/.
- View resources from local service providers: www.workforcewindsoressex.com/ewe-support-organizations.
- Access the virtual panel event: www.workforcewindsoressex.com/entrepreneurship-learning-event/.
- Find available training programs for entrepreneurs: www.workforcewindsoressex.com/find-training.

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About Workforce WindsorEssex

Workforce WindsorEssex is a workforce and community development board whose mission is to lead regional employment and community planning for the development of a strong and sustainable workforce. The organization is funded in part by the Government of Canada and the Government of Ontario.

Workforce WindsorEssex is an experienced leader in the development of regional labour market tools, research, guides, and events that create positive change in the local labour market while

saving others time and effort. These resources, created in close coordination with employment, education, and industry partners, are designed to help job seekers, employers, students, and educators, as well as the community, make more informed labour market decisions using locally-responsive, data-rich and unbiased resources. To learn more about Workforce WindsorEssex and view our tools and resources, visit workforcewindsoressex.com.