



MAKING

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REPORTING ON THE FINANCIAL AND CONSUMER SERVICES COMMISSION'S CAPITAL MARKETS INITIATIVE



*Inspiring Mentors,
Connecting New Brunswick*

March 12, 2014

Moncton, NB

On March 12, FCNB hosted a Fullsail event entitled *Inspiring Mentors, Connecting New Brunswick*. Though mentorship is not a new idea, or even a novel idea, the importance of mentorship in developing capital markets remains a critical success factor. However, we discovered the supply and demand equilibrium needed attention through discussions with our stakeholders. Our goal was clear: bring our stakeholders together, explore mentorship, inspire new mentors and connect.

We had more than 150 people register for the afternoon event, 100 of which attended our Mentorship Bootcamp hosted by Propel ICT's Trevor MacAusland and Clarity's Dan Martell. Our panels featured entrepreneurs and business leaders and the attendees'

participation lead to productive conversations.

We helped start the conversation, as we typically do at Fullsail events, but our goal is that these conversations lead to action in New Brunswick's capital markets. This call was answered, in part, when Doug Robertson of Tech South East, one of the participating members of The Mentra Co-operative Ltd, announced, at the end of the day, its creation.

The Mentra's vision is to create the most credible, connected, sustainable community of mentors in the world. Our Chair, Peter Klohn, said it best when he shouted from the audience that The Mentra had scored the first goal in improving mentorship in NB.



Peter Klohn, Chair, FCNB

"Mentorship is an idea everyone can, and should, get behind. It's particularly important today because we are seeing a cultural shift in NB where entrepreneurship is taking centre stage, and there is an increased demand by entrepreneurs for mentorship, but there is currently no formal mentorship network to train mentors and assist in matching the limited supply with growing demand. It is time that the conversation takes place about how we increase the pool of mentors available to entrepreneurs to assist them in their growth strategies." **Peter Klohn, Chair, FCNB (Fullsail Opening Remarks)**

Mentorship: a Win-Win



As an entrepreneur with great mentors, I have been able to access the experience of others, get honest (and sometimes negative) feedback when I need it most and access to contacts or resources I lack in my own toolkit. Often, knowing that I had access to those resources was enough to bolster my confidence

and figure things out on my own.

However, I think it is very important to also highlight the great value that a mentor receives from the same relationship.

Recently, I have had the opportunity to offer advice and mentorship to others and have found it equally as rewarding as being a mentee. It's not just a good feeling or a bit of a paying-it-forward sentiment either (although that is part of

it). As a mentor, I have had the opportunity to apply my experience to different situations and found that I learn something new every time. Talking to an earlier stage entrepreneur also reminds me of the possibilities that can be clouded by cash flow worries and day-to-day operational requirements. Many times I have had my best ideas for my current project when helping other people on their business challenges and opportunities.

Also, to be completely honest, in ways most Atlantic Canadians would avoid, there are some selfish reasons to help others through mentorship. Being a mentor strengthens my own network, improves my personal brand, and could easily lead to opportunities in the future. In the end, I think of mentorship less like volunteering or donating, and more like a mutually beneficial arrangement or the coveted win-win scenario.

LEVI LAWRENCE, REAL FOOD CONNECTIONS

WHAT'S THE DIFFERENCE BETWEEN A MENTOR AND A COACH?



Mentor Panel:
Dave Veale

When does a leader "coach" an individual and when do they "mentor" them?

Consider two different scenarios where an employee is looking for help.

Scenario 1: an employee is looking for advice and/or the leader's knowledge in a particular area (e.g. What skills and education are required to become a managing partner within the law firm?).

This can be a fabulous opportunity for the leader to put on her/his mentor hat. A mentor's job is to offer guidance and wisdom based on his/her own experiences, knowledge and achievements.

Scenario 2: an employee is looking for help in performing in their current job more effectively. This can be a great coaching opportunity. The job of the 'leader as coach' is to listen and ask questions to help the employee set their own goals, find the solution and define the path forward.

Dave Veale is a leadership coach and founder of Vision Coaching Inc. in Saint John. He can be reached by email at Dave@VisionCoachingInc.com or via [Twitter@Dave_Veale](https://twitter.com/Dave_Veale).

Leader as Mentor versus Leader as Coach

The next time someone solicits your help will you put on your mentor hat or coach hat?

A leader as mentor will:

- often lead with sharing what they think;
- often share their experiences and knowledge;
- provide resources; and
- The relationship can be hierarchal.

A leader as coach will:

- first evoke their employee's own thinking;
- tap into the employee's experience and knowledge;
- encourage the employee to use their own resourcefulness; and
- the relationship is held as equal partnering.

Courtesy of Vision Coaching Inc.

MENTORSHIP PROGRAM ANNOUNCEMENT

First-in-Class Mentorship Program to Strengthen Support to Entrepreneurs and Developing Professionals

Growing mentorship capacity to advance business growth in New Brunswick.

The Mentra Co-operative Ltd (The Mentra) was officially incorporated in March by a group of New Brunswick economic development and innovation system stakeholder organizations (the working group) to support the creation of a mentorship model that strengthens and fosters capacity in the province while making connections to regional, national and international networks.

“Our vision is creating the most credible, connected and sustainable community of mentors in the world,” said Doug Robertson, president and CEO of Tech South East and chair of The Mentra working group. “We aim to grow mentorship capacity to advance business growth in New Brunswick.”

The stakeholders, as part of this working group, are uniquely positioned to build a program that not only serves the province, but can be first-to-market in its modeling, programming, collective approach and reach. Similar to many start-ups that the program seeks to serve, the program will be developed as a born-global export-ready initiative attracting a range of entrepreneurs across the broader community.

The working group is composed of nine organizations providing initial governance, namely, Tech South East, BioNB, New Brunswick Business Council, Planet Hatch, Pond-Deshpande Centre, New Brunswick Social Policy Research Network, Wallace McCain Institute, New Brunswick Community College and Dr. J. Herbert Smith Centre for Technology, Management and Entrepreneurship. The working group is also benefiting from the support of Propel ICT - Launch36, 21inc, Conseil économique du Nouveau-Brunswick, and New Brunswick Information Technology Council for the design and structure of the mentorship program.

Meaghan Seagrave, executive director of BioNB and member of The Mentra working group, said “Like other organizations supporting economic development in NB, BioNB is often calling on the same mentors to help grow businesses in our sector. The Mentra program will develop a world-class pool of mentors and become the Centre of Expertise for Mentoring.”

How do you find a mentor?

“Find the most influential or successful person in your network, buy them lunch, and ask them for help. If it’s someone you’re not connected to, use LinkedIn to find out who knows them, then ask them to lunch and ask for an introduction.

Scott Walton, Enovex

“Get introduced to the mentor you want through a mutual connection. If you don't have any mutual connections all you have to do is simply email and ask if the mentor would be open to taking on that kind of relationship and why you think it would be a great fit.

Jordan Smith, Entrepreneur in Residence, UNB

“Finding a mentor is just about being connected or attuned to what is happening around you; the beauty of NB (and Atlantic Canada) is that it is not 6 but more like 1 or 2 degrees of separations between individuals.

Nadine Duguay, Executive Director, 21inc

The Hitch Hiker's Guide to Mentorship

Roxanne Fairweather, Innovatia (Mentor's panel)



You could fill not just a book, but a library on the many aspects and ideas around mentorship. From FCNB's Fullsail perspective, it is about connecting early stage entrepreneurs and seasoned mature business professionals. The right mentorship match can exponentially fuel the success factor of early stage business survival

and help it to thrive. According to PropelICT during their Launch 36 Accelerator program, there will be in excess of 1500 senior mentor hours devoted to the success of these companies in the next 3 years. From these 36 businesses, 250 new \$70,000+ knowledge sector jobs will be created. There is a definite and direct correlation between mentor contribution and growing the economic engine in New Brunswick.

According to the book: *A Hitchhiker's Guide to the Galaxy/ Mentorship* by Douglas Adams: Build Trust, Begin with the End in Mind, Wisdom in the Why and the What, and Extending the Circle:

1. Nothing works faster than the speed of trust. It is a key ingredient in open, honest conversation. The mentee has already taken a brave step in granting trust and approached the mentor; if you agreed to 'be present', you must also be authentically respectful and encouraging. Checking your email while you are meeting is a big withdrawal from the trust bank account. Share your stories as a mentor: the good, the bad and the ugly.

It makes you human and shows that success is not a straight line.

- 2. Begin with the end in mind.** Be focused on really understanding what the end state is; what does the mentee want from the relationship? What do they define as a successful outcome and be specific! i.e. \$50K in seed money, a business plan, 5 clients for my product, etc. Ensure this is crystal clear from the beginning and check in every meeting to ensure everyone is still on the same page.
- 3. The wisdom in the why and the what.** These two words are magic and drive clarity in almost every situation. What do you want from the mentor? Why did you pick a certain mentor? Why is your product/service better than the competition? What job does it do or need does it serve in the market? Why Why Why? What What What? Keep asking! Keep digging until you are sure you have as clear a picture as possible, keeping in mind there are no crystal balls but just going through this process provides direction and clarity.
- 4. Extending the circle** for your mentee by introducing them to your peers and colleagues. Take them to events with you, suggesting volunteer activities that allow them to spread their nets. Our new provincial regional economic development model (formerly the Enterprise Network) needs passionate blood, and entrepreneurs have it!

Mentoring is not magic. We do aspects of it every day and its roots started at your kitchen table at an early age - make sure everyone else is served before you begin to eat, never take the last piece (someone with more need may want it), help your brother/sister with their homework, hold the door for the next person coming behind you, share your crayons. And most importantly, being aware that our world only works if we are all looking out for one another – really really!

MENTORSHIP EVENT VIDEOS

If you couldn't attend the Fullsail Mentorship Event, don't worry! The panel discussions and Francis McGuire's keynote address were recorded for your viewing pleasure.
<http://fcb.ca/Fullsail>



Mentorship: Be part of something BIG

By: Sara Wilson, Stakeholder Relations Specialist, FCNB

Throughout my career, I have been fortunate to have people who have mentored me as I made decisions around education, career opportunities and the decisions to move from New Brunswick to Montreal to Toronto and back. When my colleague asked me if I would be willing to help at the Fullsail mentorship event, I was excited to have the opportunity to engage with others on this topic. When I felt the energy in the room and heard the excitement from the people I interviewed, it felt like I was part of something big that is only going to get bigger!

As I wandered around the Delta Beauséjour, I took the opportunity to reach out to a few participants and ask them their thoughts on mentorship. Everyone was eager to share with me and this is what I heard:

Sarah Short, from Enterprise Greater Moncton said that with positive communication from mentors and mentees around their experiences, we can help shift the perception of what it

“DO IT! The connectedness, both as a mentor and mentee, and being able to take and give feedback...even if you don't have the exact same background or experience, it's so good to feel like you're part of something.”

SARA SHORT,

ENTERPRISE GREATER MONCTON

means to be a mentor and grow mentorship in New Brunswick.

Echoing and building on Sarah's comments Karina Leblanc, Executive Director with the Pond Deshpande Centre and one of our afternoon panelists, shared: "In New Brunswick, if we want to be an entrepreneurial powerhouse, we have to find ways to bring together mentors and mentees," when I asked her why mentorship is so important. "We need to build an eco-system in NB to help people access capital and to connect with others to help them succeed." From Karina's experiences as a mentor, she believes being a mentor helps you learn about yourself, help others and hear new ideas that are happening in the province. "Being a mentor is a very symbiotic relationship. And this isn't a question of it would be nice to do...it's our responsibility [those who have had the benefit of a mentor] to do it."

In between the afternoon sessions, I spoke with Alexander Roy-Leger a student in the gaming program at the New Brunswick Community College, and asked what resonated with him from the day so far. "My biggest intimidation is how hard it can be to get the experience that companies are looking for," he shared. Originally in a visual arts program, Alexander knew that something was missing but didn't

have someone to help him through it so he ended up struggling to figure it out himself. Now, at school, Roy-Leger frequently acts as a student mentor to others who aren't sure about the program they're in based on his experience. Now that he's looking at jobs in the gaming industry, and through his participation in the Fullsail event, he believes that getting involved in a mentorship program would provide him with a significant resource on how to obtain the experience that companies look for.

“We need to build an eco-system in NB to help people access capital and to connect with others to help them succeed.”

KARINA LEBLANC,

POND DESHPANDE CENTRE

Overall it was an energizing day, with lots of thoughtful dialogue both during the panels and at breaks. For me, it was exciting to see so many people committed to helping out others in the province. I've learned that you can't ask just anyone to be your mentor, but with some thoughtful consideration, mutual respect and appreciation, finding the right mentor can help you on your path to professional and personal success.



FULLSAIL TWITTER CHATTER



Karina LeBlanc @KarinaMLeBlanc · Mar 12

Francis Maguire shares that being a mentor can be nerve wracking too. #fullsailconnectnb FCNB event in Moncton today.



BioNB @BioscienceNB · Mar 12

"No matter your position in the business world, you have some wisdom to offer as a mentor" - @jordanhfx #FullsailconnectNB



CROWDFUNDING: WE ARE LOOKING FOR YOUR OPINION

In a relatively short period of time, crowdfunding has become an important new method of raising capital through the internet for a broad range of purposes. To date, it has been used to raise money for a specific project and does not generally involve the issuance of securities. However, in some foreign jurisdictions, it is emerging as a way for businesses to raise capital through the issuance of securities, particularly start-ups and small and medium enterprises (SMEs).

Crowdfunding may be a viable method for start-ups and SMEs to raise capital. Because issuers at different stages of development do not all have the same capital needs nor the same resources to raise capital. The Financial and Consumer Services Commission of New Brunswick (FCNB), along with certain other Canadian jurisdictions, have published two crowdfunding proposals for a 90-day comment period:

- the Integrated Crowdfunding Prospectus Exemption and Crowdfunding Portal Requirements (the Crowdfunding Exemption); and
- the Start-Up Crowdfunding Prospectus and Registration Exemption (the Start-Up Exemption) (collectively, the Proposed Exemptions).

The Crowdfunding Exemption is available to reporting issuers and non-reporting issuers and the Start-Up Exemption is aimed more particularly at providing an alternative source of capital to non-reporting issuers at a very early stage of development. It is intended that both proposed exemptions will co-exist because they target issuers at different stages of development.

The notice which accompanies the publication summarizes the terms of the Proposed Exemptions and includes a request for comments.

The requirements for issuers under the Start-Up Exemption are lighter compared to the ones under the Crowdfunding Exemption. For example, issuers that use the Start-Up Exemption will not be subject to ongoing disclosure, while issuers that use the Crowdfunding Exemption will need to file annual financial statements. The requirements under the Start-Up Exemption are also lighter for portals. For example, there is no requirement for the portal to be registered as a dealer under the Start-Up Exemption. Despite less onerous requirements, we believe that appropriate investor protection safeguards are in place in the Start-Up Exemption, notably the following:

- the portal may not provide investment advice to investors nor hold, handle or have access to investor funds;
- the portal must deliver information documents to participating jurisdictions where the offering is made prior to beginning its operations, ensure filing of the issuer's offering document and obtain a risk warning signed by investors; and
- the investment limits are lower, and the amount of capital that an issuer may raise using the Start-Up Exemption is significantly lower compared to the Crowdfunding Exemption.

The Crowdfunding Exemption and the Start-Up Exemption are often considered as complementary: they focus on different stages in the growth and business cycles of start-ups and SMEs. At the same time, the proposed exemptions have requirements that are intended to maintain an appropriate level of investor protection and regulatory oversight.

FCNB is inviting comments on the proposed exemptions on or before **June 18, 2014**.

Proposal: http://www.nbsc-cvmnb.ca/nbnc/uploaded_topic_files/45-108-CSAN-2014-03-20-Ev2.pdf

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