



TRANSITION TO TOURISM ENTREPRENEURSHIP - BRIEFING NOTE

SPEAKING NOTE: Firecircle is Canada's only comprehensive tourism entrepreneur accelerator program. Our proprietary **Firecircle 5x5 Method™** series of digital, animated workshops and live mentorship support is a **proven program** for entrepreneurs to envision, plan, launch and grow their best tourism ideas. Firecircle, in partnership with the Indigenous Tourism Association of Canada and funded in part by the Government of Canada, is offering fully-funded seats to 500 Indigenous and 500 rural entrepreneurs in a new project called Transition to Tourism Entrepreneurship, mentoring both new and existing operators on their businesses, building market readiness and developing robust business plans. Apply for this amazing program now!

About Firecircle

- Firecircle is Canada's only **Tourism Entrepreneur Accelerator**
- We support **new and experienced entrepreneurs** in their quest to **envision, build and grow** amazing tourism and hospitality businesses, reflective of their strengths and challenges, **competitive in the marketplace, resilient and sustainable**
- **Firecircle 5x5 Method™** digital, animated workshops and live mentorship support is a **proven program** for entrepreneurs to identify their best opportunities and achieve market readiness through a deeper understanding and implementation of **brand story and marketing, product development, operations, physical design, partnerships, packaging, pricing and financial management**
- Representation is a powerful motivator and Firecircle's 5x5 program has been built for both **Indigenous and rural entrepreneurs** so that they can see themselves reflected in the program
- Firecircle's growing **Ignite Team of mentors, coaches and facilitators** from across Canada provide group and individual support throughout the program
- Our current Ignite team includes 24 Indigenous, non-Indigenous and Francophone **tourism and hospitality and small business experts** dedicated to our Firecircle members

About our partnership with ITAC in Firecircle's Transition to Tourism Entrepreneurship (TTE) Program

- Firecircle, funded in part by the Government of Canada, and **in partnership with ITAC**, has recently launched the **Transition to Tourism Entrepreneurship Program** – making 500 seats (valued at over \$5,000 each) in their Firecircle 5x5 Program available to **Indigenous entrepreneurs across Canada**.
- ITAC and Firecircle signed an MOU in September 2022 to collaborate in supporting the TTE program as **an important tool in achieving market readiness** and Original Original accreditation
- Through the TTE, Firecircle can **support the development of at least 250 new businesses** and help strengthen at least **250 existing businesses** (up to 30% of ITAC's total goal of 825 new businesses by 2025)
- Firecircle is a **key partner** in helping ITAC reach its tourism and hospitality development goals by 2030 and beyond.

