



## Stories

**Participants who have completed the 5x5 Method have this to say:**

“Firecircle has been exceptional for us...you know what it’s like, putting that final piece in the puzzle? (Firecircle) completed it.. Our eyes were open to a lot of things we just kind of wrote off or didn’t think about. I think it would be beneficial to anyone starting a tourism business to go through the Firecircle program. It’ll really open their eyes to how they need to conduct their business and the support with the Firecircle group is amazing...Do it at the beginning..start right from the beginning because you’ve got good footing and it’ll go smooth right from there.”

- **L and C. Munroe**, *Trapper Creek Outfitters, Saskatchewan*

“Diving into why we’re doing this business and what’s at the heart of it all and then sticking to that and executing that through every aspect of what we’re doing - the business side, the production, our packaging, has a bit of us in it... Firecircle really helped me dig deep, and find the direction that we want to go with it, which for us is to support the community and be a key piece and help them every way we can....Firecircle was a really good tool for me to learn how to execute these things professionally and it gave me those skills - through the templates and all the workshops - asked all the important questions that really get you thinking...Overall, if you want to be an entrepreneur, to go through the 5x5 especially, it really sets a good base for you to make your business successful.”

- **S. Baraniski**, *Soup Town Cafe, Carrot River, Saskatchewan*

“First off, thank you for the opportunity to be a part of the Beta review for the Firecircle program. What an amazing concept and well executed site/program. My comments are general in nature. Being from a background with very little/ no knowledge of the tourism industry I found the program simple enough to follow while still being informative. The tone of the videos was extremely positive, encouraging and consistent throughout....The platform itself also offers a stress-free environment to learn about what is needed to bring a tourism idea to market. The lack of tests etc creates an environment that is completely for the benefit of the user and is at a pace that many people at all different levels of experience/ education would be able to follow.”

- **T.Ahluwalia**, *Ontario*

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"I have explored (Firecircle's 5x5 program) further, and it's truly remarkable! I think it will be transformative for the entrepreneurs in our community."

- **G.Goldie, Alberta**

"Overall I really think this is amazing!! I think how you both communicate and sound and choice of words is accurate.. I love the brand and simplicity of its user function.. I love the incorporation of all northern pictures and video - so relevant and directly inspiring. This is exactly what's needed in the north and I will definitely personally promote it."

- **A.Lizotte, NWT**

"Giving the student a step by step process to build their business plan is so smart and will make a task that is overwhelming seem attainable."

- **E. Carr, Ontario**

"Hi Firecircle Team, The overall business idea for an on-line tourism training program is wonderful, so applicable and accessible...Good pacing, great videos and graphics and step-by-step voice-over is easy to follow, energizing. Great for an on-line format that needs the right "energy"... you walk through it really well - blending the push to be clear while also having it all come back to self, family, community, history. And the process of WHY has been helpful for me as I articulate my own 'why' on my new business path".

- **N. Bentley, Vancouver, BC**

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