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## Programs

### **Transition to Tourism Entrepreneurship** **Be Market-Ready in 6 months or less.**

Along with Firecircle's online membership programs, Firecircle recently announced its latest project, Transition to Tourism Entrepreneurship. This unique three-year project, funded in part by the Government of Canada's Sectoral Initiatives Program (SIP), is an intensive business development program founded on Firecircle's innovative 5x5 Method™ and customized to empower 1,000 tourism and hospitality entrepreneurs from across Canada to envision, launch and grow their best business ideas through a series of animated online and live video workshops, step-by-step guidance and expert, sustained mentorship. Firecircle's innovative hybrid live and digital workshops and animated videos are the fast track to sustainable visitor, market and export-readiness.

The new resources being prepared and delivered through the Transition to Tourism Entrepreneurship program are targeted at the needs of Indigenous, rural, Northern and Francophone entrepreneurs as well as entrepreneurs with disabilities seeking to start a business or recover their existing operations from the COVID-19 pandemic.

The program officially launches on September 21, 2022 and will begin onboarding the first cohorts of participants beginning in November, 2022 through March 2025 starting with Indigenous cohorts followed by rural and Northern, followed by Francophone and entrepreneurs with disabilities as the program content is adapted to these the needs of these clients.

A full 500 of the 1,000 total participant seats in the Transition to Tourism Entrepreneurship program are being offered to Indigenous entrepreneurs, supported in partnership with the Indigenous Tourism Association of Canada (ITAC). A further 500 participant entrepreneurs will be invited to join the program from rural and Northern communities across the country of populations under 250,000.

"This partnership will continue our efforts to return the Indigenous tourism industry to the historic levels of 2019. Firecircle will be an important partner in supporting aspiring Indigenous entrepreneurs on their journey to developing their business plans, helping the industry recover, and build resiliency from the impacts of the pandemic. We are excited to offer this program to our members, which supports The Original Original Accreditation Program as a tool for businesses who need extra support," says Keith Henry, President and CEO of ITAC.

