

# Case Study: Launch Pad Youth Skills & Technology Centre



Hanover, Ontario | [www.mylaunchpad.ca](http://www.mylaunchpad.ca)

**Launch Pad Youth Skills & Technology Centre (YSTC)** is a regional not-for-profit youth centre in Hanover, Ontario. Through skill-building, they promote the positive skill development of youth aged 12-18 both in Hanover and surrounding areas.

Launch Pad has developed a total of two social enterprises to date: a rental initiative and an ice cream truck, and now is eager to explore a picnic table/outdoor furniture venture which will focus on supporting youth to build skills in the woodworking and welding programs. Their social enterprises serve to both generate revenue for the non-profit as well as build skills and employ youth.

## Goal

Launch Pad is looking to secure procurement contracts for their outdoor furniture business but would also like to use that as a pathway to building more awareness for their non-profit and receive more “buy-in” from Grey Bruce and neighbouring municipalities.

## Requested Support

Launch Pad is developing its business plans and will need additional support in creating a pitch deck for municipalities that highlights the outcomes and community benefits of their model to secure more non-profit investments, procurement contracts, and overall brand awareness for their non-profit.

They are also looking for assistance in creating an infographic that clearly outlines the outcomes for the social enterprise. They are also looking to learn from the experts about case studies of pre-existing youth-run social enterprises.

## Team & Responsibilities

### Launch Pad (LP)

Complete takeaway tasks, draft any key documents, negotiate, fulfill contract responsibilities.

**Emily Morrison**, Executive Director

**Justin Graham**, Program Manager

### Project Consultants

Set up meetings, sharing resources, correspondence, managing work plan, liaison between client and mentors.

**Elly Green (EG)**, Lead

**Ashleigh Addison (AA)**, Support

### Project Mentors / Coaches

Providing resources, sharing templates, reviewing draft contracts/agreements, working with the client(s) to build capacity.

**Shaun Loney (SL)**, Encompass Co-op

**Lucas Stewart (LS)**, Encompass Co-op

## Implementation Plan

<b>Date</b>	<b>Activity</b>	<b>Contributor(s)</b>
<i>By 7-Jun-21</i>	Explore demand for woodworking products/market	LP
<i>By 7-Jun-21</i>	Explore potential customers based on products above (contractors, hardware stores, social services)	LP
<i>By 7-Jun-21</i>	Explore potential contracts coming out	LP
<i>By 7-Jun-21</i>	Explore ways to articulate a Unique Selling Proposition (USP)	LP
<i>By 7-Jun-21</i>	Explore future opportunities for woodshop, i.e. Merx, Etsy, Municipal Manager, Chamber of Commerce and Buy Social Canada	LP
<i>7-Jun-21</i>	Call with consultant	LP, EG
<i>9-Jun-21</i>	<b>Coaching call with Project Mentors</b>	LP, SL, LS, EG, AA
<i>9-Jun-21</i>	Follow-up call with consultant	LP, EG
<i>By 5-Jul-21</i>	Create a draft slide deck and draft image/infographic that includes the above explored business areas	LP
<i>5-Jul-21</i>	<b>Second coaching call with Project Mentors;</b> Review deck and infographic	LP, SL, LS, EG, AA
<i>27-Jul-21</i>	Update slide deck with a graphic for consultant to review	LP
<i>28-Jul-21</i>	Pitch deck review with consultant	LP, EG
<i>10-Aug-21</i>	<b>Coaching call with Project Mentors</b>	LP, SL, LS, EG, AA
<i>21-Oct-21</i>	Submit Buy Social Canada social enterprise certification application; First independent social enterprise in a rural community	LP
<i>27-Oct-21</i>	<b>Follow-up call with consultant</b>	LP, AA
<i>Sept-21 to Oct-21</i>	Share pitch deck with funders and 7 municipalities	LP

## Outcomes

By December 31, 2021, Launch Pad set out to have several purchase orders in place for their picnic tables and other outdoor furniture from their woodworking program. Launch Pad was also in conversations with several municipalities in Grey Bruce to pitch opportunities on how municipalities can support Launch Pad in their social enterprise endeavours.

During the mentorship and coaching in the summer of 2021, Launch Pad was able to create a compelling pitch deck and infographic that clearly outlined the benefits of social procurement, precisely the benefits of procuring from their social enterprise. After their mock presentation in the August mentorship session, Launch Pad was ready to approach the municipalities in the Fall to book presentations.

In the Fall of 2021, Launch Pad was able to book 7 presentations and of those completed, they have signed contracts from 3 clients in their region: a municipality, a regional council and a local restaurant who specifically asked for their mobility accessible picnic tables, for a total of 30+ tables. North Bruce Peninsula council is now in talks about creating a social procurement policy after meeting with Launch Pad.

In the Fall of 2021, After attending the Buy Social Canada Social Enterprise Certification information session, Launch Pad submitted their application to become Buy Social Canada certified. They are now the first Buy Social Canada certified independent social enterprise in a rural community.

The next step for Launch Pad is planning for the next cohort of youth entrepreneurs and working with local schools to become a co-op placement location for students. With all of their success, they can say with confidence that they will be providing a steady stream of work for the next cohort of youth.