

Project Beyshick 2006

Canadian Beacon



Information and Guidelines

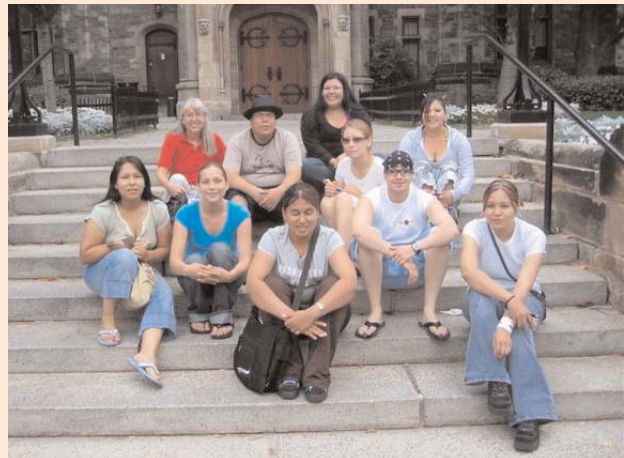
Thank you for your interest in Project Beyshick 2006. This unique opportunity has been designed in close partnership with the Nishnawbe Aski Nation (NAN), specifically for members of Canada's aboriginal communities who are seeking to sharpen their entrepreneurial skills and/or pursue a career in the corporate world. This project will nurture prosperity and financial independence amongst First Nations communities and individuals. It is our goal that members of First Nations will become equal partners in the economic prosperity of Canada and Canadian life.

Who We Are

The POA Foundation is a private, charitable Canadian foundation that works to promote education, nurture entrepreneurship and improve governance. Aditya Jha, chairman of the POA Foundation and founder of Project Beyshick, is a successful information technology entrepreneur. In fall 2004, Mr. Jha heard Grand Chief Stan Beardy speak about the challenges facing the people of the Nishnawbe Aski Nation. Mr. Jha was inspired to proactively involve himself in a program that would be a catalyst for change in Canada's native populations by nurturing entrepreneurship among aboriginal people. This is how Project Beyshick began.



Aditya Jha, founder of Project Beyshick, with Grand Chief Stan Beardy of the Nishnawbe Aski Nation.



Front: Left to right, Autumn Yesno, Vanessa Moonias, Tracey Prevost, Brent Waboose and Myra Beardy. Back: Carol Rowland, Mark Meekis, Vivian Kakepekum, Rowena Moonias and Melissa Archibald.

“It is our goal that members of First Nations will become equal partners in the economic prosperity of Canada and Canadian life.”



Immediate Goals

Based on the focus areas of the POA Foundation, the primary goals of Project Beyshick are:

1. To encourage Canadian aboriginals to take an active interest in the corporate world and entrepreneurship.
2. To provide participants with firsthand experience in a business environment, through a job shadow engagement with a senior-level executive or business mentor.
3. To demonstrate how members of different ethnic groups have participated in the success stories of corporate Canada.
4. To provide insight into how Toronto's dynamic marketplace can support as well as challenge business leaders and entrepreneurs from all cultural backgrounds.
5. To help Canadian aboriginal communities build a network of friends with corporate Canada.

“The disbursement of the SVCF capital will be based on the same business principles as those used by mainstream venture capital funds.”



Deputy Grand Chief of NAN, Alvin Fiddler with Aditya Jha (Toronto Star, August 2005)

Strategic Goals

The POA Foundation plans to continue nurturing entrepreneurs from First Nations communities through the establishment of a Social Venture Capital Fund (SVCF). This project will receive its seed funding from the POA Educational Foundation and other contributors who share the goal of nurturing entrepreneurship among Canadian aboriginal communities. These contributors will be successful entrepreneurs who will also commit to mentoring the prospective candidates.

The disbursement of the SVCF capital will be based on the same business principles as those used by mainstream venture capital funds. The profits from the SVCF's investments will be returned to the fund and reinvested into Canada's indigenous communities. This creates a self-sustaining investment vehicle for successful entrepreneurs to invest in emerging entrepreneurs from First Nations communities. Under no circumstances will the capital ever be returned to the original donors.

We expect that successful aboriginal entrepreneurs will serve as role models for their communities. This will encourage others to get involved with profitable initiatives. In turn, we also hope that these types of programs will encourage mutual respect and an understanding of interdependence between all communities in Canada.

“One of the unique features of Project Beyshick 2006 is an award of \$15,000 to the participant who presents the best business plan.”

Project Summary

The POA Foundation will select approximately **25 participants** from various aboriginal communities across Canada to travel to Toronto for an intensive job shadowing experience. Eligible participants should demonstrate a keen interest in business, entrepreneurship and/or corporate leadership and will be required to follow the application guidelines provided by the foundation.

During the program, each participant will be mentored by a chosen business-executive. The job-shadowing portion will last three days, in which the participant will observe the executive conduct his/her daily business routine. Participants will also spend four days engaging in planned activities, including face-to-face interaction with successful entrepreneurs from ethnic minorities in Canada.

The POA foundation is working with a leading Canadian business school to involve its researchers and professors who specialize in entrepreneurship. These experts will conduct a two-day preparation workshop in Thunder Bay as well as individual coaching sessions in Toronto to help participants get the most out of their job shadowing experience.

This program is intended for serious candi-

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Left to Right, Yizheng Yang, Adrienne Tang, Lindsay Stuart, Ashutosh Jha, Alvin Fiddler, Manish Jha, Mitra Sen Joshi, Aditya Jha, Ashish Jha, Lisa Kember, Tiffany Pearson.

dates and requires long hours of work for effective participation. It also encourages each participant to form a continuing relationship with his/her executive or business mentor.

A unique feature of Project Beyshick 2006 is an **entrepreneurship award of \$15,000** (\$5,000 each from the POA Foundation, NAN and NADF) to be given to the participant who

presents the best business or career plan report at the end of the event. Participants will be provided with guidance for preparing the report prior to and during the event by their executive mentor, POA Foundation individuals and business school professors. The award is likely to be increased to \$25,000 if a

matching grant is obtained from the government. The implementation of the business plan will be monitored and the award money will be disbursed in stages under the supervision of NAN and the POA Foundation. If there is no suitable candidate for the award this year, the money will be carried over to next year's award fund.





Size And Scope

Our aim is to create, organize and run Project Beyshick so effectively and successfully that it sparks a groundswell of interest in the public and progressive organizations. We hope Project Beyshick will capture the imagination of many groups and become an ongoing, large-scale program in Canada. In subsequent years, we expect that participants will job shadow CEOs around the globe. Project Beyshick 2005 elicited a great deal of excitement and support from participating CEOs and executives of corporate Canada.

The program received extensive media coverage and volunteer support from people within different walks of life. Various levels of NAN leadership and staff were actively involved in the project. The job shadowing component of Project Beyshick provided participants with an excellent opportunity to observe the working life of a CEO or a senior executive and be exposed to the day-to-day operations of a large corporation.

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An Economic and Pluralistic Hub



Why Toronto?

As a microcosm of our larger country, Toronto is an example of a society that leverages difference and combines cultural strengths to make a dynamic social and economic system. It is home to around 5.5 million people (in the GTA), and generates more than 20% of Canada's GDP. Toronto is one of the world's most cosmopolitan cities, encompassing more than 80 different ethnic groups and 100 different languages.

Official Dates

Project Beyshick will run from Saturday, **August 12** until Friday, **August 18**, 2006. The three days of job shadowing will take place from Tuesday, August 15 until Thursday, August 17, 2006.

- Days 1&2:** Pre-event workshop in Thunder Bay.
Day 3: Preparatory meetings and discussions with business leaders.
Days 4&5: Job shadowing.
Day 6: Job shadowing and Thank You Dinner.
Day 7: Surprise activity, wrap-up and departure.

Application and Selection Process

In order to be selected for the program, there are a few steps one would need to follow:

1. Ensure that you fall into one of the four categories outlined in the "Eligible Participants" section.
2. Complete the Application Package, including your resume, references and application form, and send it to the POA Foundation or NAN office no later than **Friday, June 23, 2006**. You can access the application form and submit your completed Application Package online at the POA Foundation web site: www.poafoundation.org. You can also submit your information by
E-MAIL: valerie@poafoundation.org
FAX: (416) 203-6000
MAIL: Valerie Pascale
144 Front Street West, Suite 750
Toronto, ON M5J 2L7
3. The final stage of selection requires you to participate in a short telephone interview. The selected candidates will be required to **deposit \$100** to the Nishnawbe Aski Nation as a participation fee. The POA Foundation will cover travel expenses between Thunder Bay and Toronto, as well as boarding and lodging in Toronto. NAN will cover travel expenses between the candidates' place of residence and Thunder Bay, as well as boarding and lodging in Thunder Bay. Any out-of-pocket expenses during this event will be the responsibility of the candidates. The participants will have to sign a liability release form with NAN and the POA Educational Foundation as well as any confidentiality and nondisclosure agreements required by the corporation at which they job shadow. If you have been selected as one of the 25 participants, you will be informed by **Friday, July 14, 2006**.

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Eligible Participants

This year we are recruiting participants from **FOUR** different categories:

Students

This category includes individuals who are currently in school pursuing their undergraduate or graduate degrees, or have recently graduated and are looking to pursue a corporate career, or want to enter the business world through the entrepreneurship route, but need some guidance to help them succeed.

Entrepreneurs

This category encompasses individuals who have already started their own businesses, but are striving to improve their entrepreneurial skills by gaining exposure to the corporate/business world and its leadership.

Professionals

This category includes those who are working in a corporate environment, but are looking to further their career in the corporate world or expand their horizons through exposure to other large and successful corporations and corporate leaders.

Community Leaders

This category was designed for Canada's indigenous leaders who are interested in creating an interface with and gaining exposure to Canada's corporate leaders.



Canada: The Face of Tomorrow's World

Canada is among the eight largest economies in the world. It is also one of the most ethnically diverse countries, containing a powerful mix of recent immigrants from around the globe, descendants of earlier immigrants and First Nations people. This combination is seen as an asset by Canadians, as it provides us with an opportunity to create a pluralistic society that embraces the gifts offered by its entire people. In order to continue strengthening this society, however, it is particularly important to be aware of how Canada relates to its First Nations people. For the last five hundred years, Canada's native society has been weakened by economic, political, social and geographic segregation. The inequitable relationship that exists between native and non-native societies has an impact on Canada's image, in its own eyes and in the eyes of the world. As a country that prides itself on diversity and peacefulness, it is essential that mutual respect and partnership develops between the natives and the settlers of Canada.

Change requires a combination of individual initiative from within aboriginal societies and participation in activities such as Project Beyshick. At the same time, change also requires the involvement of mainstream leaders, especially those who are the stewards of national economic prosperity. The onus is on both Canada's native and mainstream communities to work together, to overcome our historic challenges and to bridge the gap that divides our Canadian society.

Project Beyshick is an involved process that will benefit not only Canada and Canadians, but will also provide an example to other nations of what tomorrow's world could look like. Such an endeavor should ensure every person in Canada is presented with the opportunity to contribute and thrive. When all sections of the population are fully engaged as active participants in the economy, we can begin to build a society characterized by:

- Social tolerance and equality
- Economic dynamism and prosperity
- Creativity through diversity



Vanessa Moonias



Ashutosh Jha



Adrienne Tang



Brent Waboose



Tracey Prevost



Carol Rowland

Contact Us

If you have any questions or require any additional information, please do not hesitate to contact us at the POA Foundation or Nishnawbe Aski Nation.

Valerie Pascale or Ashutosh Jha

Project Consultants

POA Foundation

valerie@poafoundation.org

ashutosh@poafoundation.org

(416) 603-6667 ext. 5090

Carol Rowland or Vanessa Moonias

Project Coordinators

Nishnawbe Aski Nation

crowland@nan.on.ca

vmoonias@nan.on.ca

(807) 623-8228 ext. 4919