



IMPACT REPORT

2020

COACHING AND INSPIRING PROMISING ENTREPRENEURS IN EMERGING
REGIONS TO ENVISION, LAUNCH, AND SCALE NEW VENTURES

WHAT IS THE LEADER PROJECT?

Since 1991, The LEADER Project (LEADER) has helped develop economies across the globe by teaching and coaching entrepreneurs in emerging regions. LEADER was initially established by Ivey Business School students to respond to the economic challenges faced in the former Soviet Union, but has evolved to support regions around the world.



LEADER strives to empower entrepreneurs and transform ideas into engines for sustainable economic growth and positive social change. Having coached over 8500 students and entrepreneurs to date, these high-potential entrepreneurs will develop local business solutions that create opportunities for their communities.

OUR APPROACH

INSTRUCTOR SELECTION

LEADER recruits talented Ivey HBA, MBA, MSc, and PhD students that have the values and leadership skills to positively impact promising entrepreneurs. Through the alumni volunteer program, LEADER has also brought Ivey EMBA students, faculty, and alumni to sites for teaching.

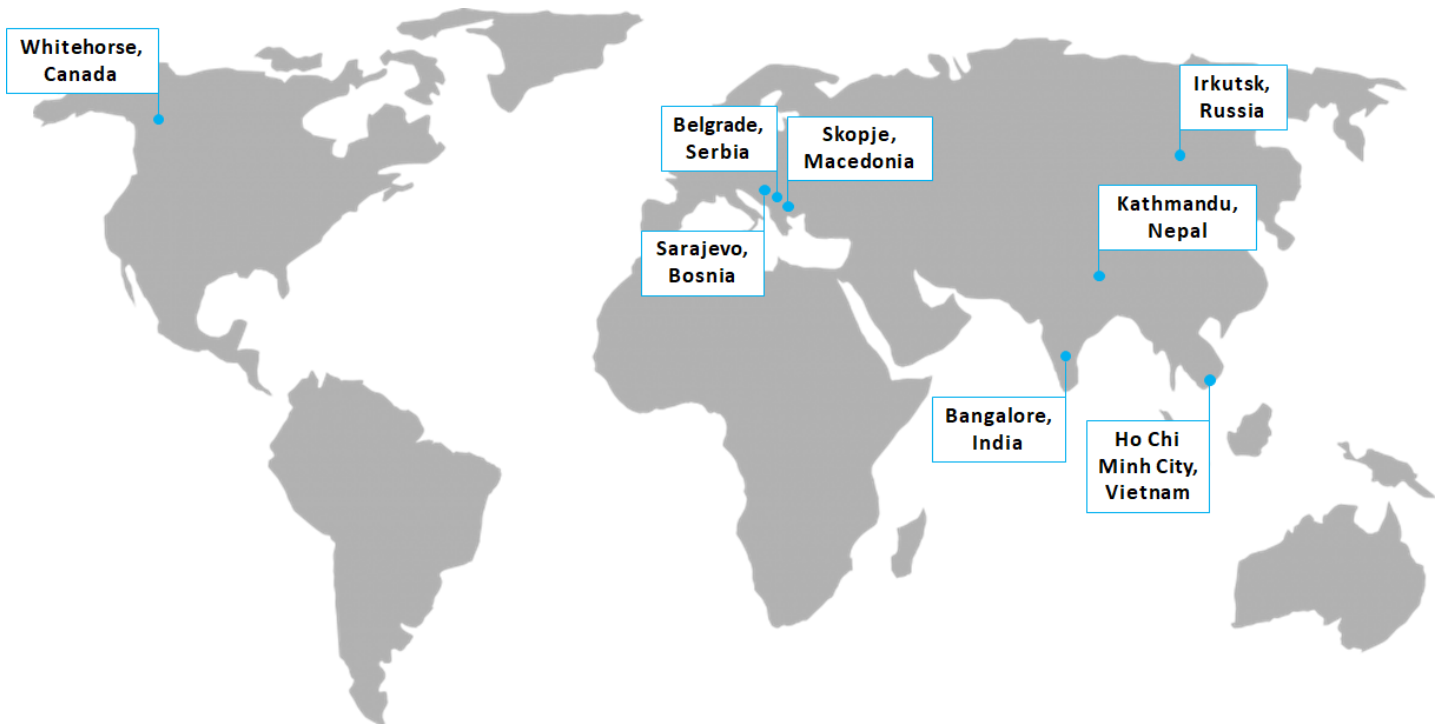
TAILORED AND ENGAGING CURRICULUM

Well-prepared instructors and engaging learning environments are necessary to maximize the value for participants during the two-week program. In the months leading up to the program, LEADER works to localize its curriculum based on the unique business and socioeconomic conditions of each site. LEADER also develops its instructors to understand the cultural and educational background of each site's entrepreneurs. This allows for the learning to be immediately actionable for the entrepreneurs. LEADER's curriculum is taught through the case method, used by the Ivey Business School, which creates an engaging classroom environment focused on real-world entrepreneurs and businesses.

CREATING AN ENTREPRENEURSHIP ECOSYSTEM

LEADER strives to create an impact that lasts long after the two-week program. Over the course of the program, LEADER connects participants to local financing organizations, past participants from their site, and other resources that will support them on their entrepreneurial journey. Upon completion of the program, participants are included in future communications from LEADER and often maintain contact with the LEADER instructors that travelled to their site.

OUR IMPACT IN 2019



8 CITIES

around the world where we were able to support and kick-start local businesses, including our inaugural site in Whitehorse, Yukon.

236 LOCAL ENTREPRENEURS

supported and coached in emerging regions.

32 INSTRUCTORS

comprised of Ivey HBA, MBA and MSc students.

PARTICIPANT STATS



OUR IMPACT IN 2019

TESTIMONIALS

"PARTICIPATING IN LEADER GAVE ME THE COURAGE TO **START MY OWN MARKETING AGENCY.**"

- Bosnian Entrepreneur, 2019

"LEADER HELPED ME **LEARN ABOUT FINANCIAL STATEMENTS AND GROW MY NETWORK**"

- Vietnamese Entrepreneur, 2019

IN 2019, WE LAUNCHED THE WHITEHORSE SITE, A SITE FOR FIRST NATIONS CANADIANS

"I PLAN TO START AN **ECO-TOURISM BUSINESS** THAT WILL BE RUN BY INDIGENOUS YOUTH IN OUR TRADITIONAL TERRITORIES IN THE NORTH.

LEADER GAVE ME THE **STRUCTURES AND FRAMEWORKS** THAT I CAN APPLY TO MY BUSINESS. IT'S ALLOWED ME TO REFLECT ON MY GOALS AS AN ENTREPRENEUR."



Bobbi-Rose Koe

Whitehorse 2019 Cohort Member

IMPACT STORY: ABNER VOLSANT

In 2013, Abner participated in LEADER's program in Port-au-Prince, Haiti. He is the founder and CEO of La Confiserie Soulouquoise, a company that produces and sells Dous Makòs, a traditional Haitian fudge made from cow milk. La Confiserie Soulouquoise has seven employees and sells an average of 300,000 grams of Dous Makòs each year. The company has partnerships with 12 supermarkets in Port-au-Prince.

Abner describes his participation in The LEADER Project's program as instrumental to advancing his business. The knowledge he gained on the four P's of marketing, competition, and operations helped him grow his company's sales by over 50% since taking part in the program in 2013.

Not only does Abner apply the skills he learned during LEADER to grow his own business, but also to support other Haitian entrepreneurs. He devotes time every summer to taking part in the entrepreneurship camps affiliated with Quisqueya University and the local Rotary Club.

Abner's success has not gone unnoticed. He has represented his country many times internationally, including at the International Visitor Leadership Program for the Entrepreneurship and Small Business Development categories in 2014.



Abner Volsaint

Founder & CEO, La Confiserie Soulouquoise
Port-au-Prince, Haiti

**"THE LEADER PROJECT
GAVE US
FOUNDATIONAL
KNOWLEDGE ON
LEADERSHIP,
MARKETING,
OPERATIONS, AND
SALES."**

IMPACT STORY: OLGA RAJCHKIJ



Olga Rajchkij

Co-Founder & Marketing Specialist,
Challenger
Skopje, Macedonia

Olga is a passionate social entrepreneur who participated in LEADER's Skopje, North Macedonia site in 2018. While very active in her 55-year old family business, she is also the co-founder of Challenger, a mobile application that motivates people to live healthier lifestyles by incentivizing carbon-neutral transport, and in turn, creating a greener community overall.

In 2018, Olga participated in LEADER's program with the idea to develop a new eco-friendly fertilizer for her family business, in the hopes to gain new skills and grow her professional network. She credits LEADER for allowing her to learn more about financial projections and go-to-market strategy, and providing opportunity to practice pitching her ideas. She took full advantage of the one-on-one coaching with the LEADER mentors and has stayed in touch with them.

Olga won the Skopje pitch competition and advanced to the Regional Balkan Pitch Competition competing against the winners from Serbia and Bosnia. There, she won first place for her Eco-Grower fertilizer idea. Ever since, she has worked much more closely with Macedonia2025 and been involved with Skopje's entrepreneurial ecosystem. After making key connections during her time at LEADER, she is now part of the U.S. Embassy in Skopje's Youth Council and a part of the Global Shapers entrepreneurship community.

Her new app, Challenger, seeks to address the Sustainable Development Goals focused on communities and climate action. It is a marketplace where consumers can redeem Challenger points earned from walking and biking at businesses on the platform. With 15 business partners ready to sign onto the platform, preliminary funding, and a dedicated team, the app will be launched after beta testing in April 2020. The goal is to expand across the Balkans in the future to combat air pollution in the region.

Olga is looking forward to staying connected with the LEADER program for years to come, whether participating in past entrepreneur panels or connecting current students to opportunities to grow their businesses sustainably in Skopje and beyond.

LEADER INSTRUCTOR ALUMNI STORY

Over the past 29 years, LEADER has had over 1,200 Ivey MBA and HBA students participate as instructors. Zach Hamel, LEADER's Executive Director from 2014-2016 and the current Chair of the Operations Committee on LEADER's Advisory Board, provides his perspective on being a member of the student organization below.

I joined The LEADER Project to bridge my business education with my passion for entrepreneurship, travel, and social impact. Through LEADER, I experienced other countries from the eyes of an aspiring entrepreneur. From our participants, I learned about the entrepreneurship ecosystem of their respective communities, as well as the unique cultural and business nuances of each country.

My most memorable experience was seeing past students put their learning to action. When working in Port-au-Prince, Haiti, we had a day where we brought back past participants of LEADER from 2-3 years prior. They were now

running their businesses full-time and it was incredible to hear about how they were applying the concepts they learned from their time with LEADER. It was inspiring to have someone pursue their business or rethink their strategy as a result of the program.

LEADER was the highlight of my university experience. As an Executive Director, it provided me incredible exposure into working on an organization that spans continents. I gained diverse experiences across the world, while building strong relationships with my fellow LEADERites and the participants I worked with in Nepal and Haiti.



Zach Hamel

Operations Committee Chair, The LEADER Project's Advisory Board

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