



GoForth Institute

Backgrounder

The need for entrepreneurship education is clear. Of the 150,000 small businesses that start in Canada every year, only half will see their fifth birthday. That is – until GoForth.

GoForth Institute (GoForth) was established to improve the odds of success of Canadian entrepreneurs. It delivers real-world online education for entrepreneurs and ongoing support for people who are thinking of starting, getting ready to start or wanting to grow a small business.

With input from more than 200 successful Canadian entrepreneurs, GoForth Institute designed a new category of adult entrepreneurship education. Comprehensive, fast, affordable and accessible business knowledge for start-up and growth businesses, the education satisfies a need of Canada's over 610,000 micro-businesses, and more than 2,500,000 self-employeds.

GoForth's education is real-time and convenient. It is conducted online with an innovative technology platform that delivers short, streaming HD video instruction right to the entrepreneur's desktop or mobile device. No matter how busy an entrepreneur's schedule, they can learn essential small business skills to increase their odds of success. GoForth also offers the largest resource-based website in Canada for entrepreneurs, which provides a variety of free downloads and support.

When starting and growing a small business, challenges are inevitable. GoForth Institute provides ongoing support to entrepreneurs through their Ask an Expert program, a convenient and free web support program monitored by a panel of experts who help guide the start-up and growth path.

GoForth Institute has formed key strategic partnerships with over 150 financial, community and corporate institutions in Canada. These strategic partners offer GoForth training to their client base, in order to help these clients build small business management skills quickly and conveniently – a win-win relationship for all.

GoForth is extremely engaged in the small business community, participating in tradeshow such as Small Office Home Office and regularly sponsoring events featuring entrepreneurs. President and Founder of GoForth Institute, Dr. Leslie McGeough, is a regular expert guest on the Business News Network (BNN).



GoForth Institute

GoForth Fast Facts

- GoForth Institute was founded by Dr. Leslie McGeough, a leader in entrepreneurship education and research, veteran entrepreneur and recipient of Canada's first PhD in Entrepreneurship.
- GoForth is for entrepreneurs – with businesses in any stage of start-up, pre-start-up or growth.
 - GoForth offers Canada's first comprehensive, affordable and convenient online video entrepreneurship training with the 100 Essential Small Business Skills™ program. Entrepreneurs learn how to find more customers, how to run a more profitable company, how to develop a marketing strategy, how to prepare financial records – and 96 other skills! In the time it takes to enjoy a cup of coffee, entrepreneurs at any stage of business development will get all the skills they need to start and grow a successful small business, for \$16.25 per month, billed as \$195/year.
 - GoForth's entrepreneurship training is supplemented by an electronic curriculum Business Builder Book, containing resources, materials, tips, business plan templates and sample business plans. A hard copy of the book is also available.
 - The course includes 15 classes, each containing video lessons delivered by subject experts. Downloadable materials, quizzes and email access to instructors are also included in the annual fee. All online training videos are delivered by expert entrepreneurs in their field of business, from law to marketing, finance, accounting, and more.
- GoForth also offers Canada's largest resource-based website for entrepreneurs and delivers an extensive library of free downloadable resources, exercises, articles and business plan templates on its website. The resources provided on the website are comprehensive, enabling entrepreneurs to examine every component of their business critically.
- GoForth offers its small business training to entrepreneurs directly and through a network of key strategic partnerships with financial institutions, franchises, and other organizations that support entrepreneurs.



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Canadian Entrepreneurship Facts:

- Industry Canada's definition of "small business" is firms that have fewer than 100 employees.
- 98% of businesses in Canada are small businesses.
- 55.1% of Canada's firms are micro-businesses – or have fewer than five employees
- Eighty percent of small businesses survive one year, but only 72% survive two years. Just half of small businesses survive to their fifth year.
- Nearly one half of all small businesses close within two years of start-up in Canada.
- Of Canada's 1.1 million small businesses with employees, 87.4% have fewer than 20 employees.
- Relative to the working age population, Alberta and Saskatchewan have small business ratios of 50.3 and 47.8 per 1,000 population, respectively – more than any other province.
- Small businesses create almost 70% of all jobs in the private labour force.
- Small businesses contribute between 25 and 41% to Canada's GDP.
- Nearly 87% of Canadian exporters are small businesses. Small businesses are responsible for \$68 billion, or about 25% of Canada's total value, of exports.
- Last year, there were 955,700 self-employed women in Canada, or 35% of the total self-employed in Canada - the highest proportion of female self-employed in the world. The annual growth rate for self-employed women since 1976 has been 3.1% higher than the annual growth rate for self-employed men.
- It is estimated that 46% of small and medium-sized enterprises have some degree of female ownership.
- Over five million of Canada's 11 million workers are employed by small businesses, or 48% of the total labour force in the private sector.

(Source: Industry Canada, Statistics Canada)



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GoForth Founder & Spokesperson Biography

Dr. Leslie McGeough President and Founder

Dr. Leslie McGeough is President and Founder of GoForth Institute (GoForth), where she uses her unique insights to train small business owners across Canada. She is passionate about combining real-world skills with technological advances to give small business owners the best possible foundation for success.

GoForth is an educational and small business research firm that provides comprehensive, best practices training for Canada's new and existing small business owners. GoForth launched Canada's first national online education program for entrepreneurs, as well as the largest resource-based website in Canada for entrepreneurs.

Previously, Dr. McGeough founded Mercatus Research Ltd., a market research consulting firm serving the needs of small and emerging businesses. She was a sought-after consultant to government and industry, especially relating to home-based business and micro-enterprise development; and also a lecturer at both Mount Royal University's Bissett School of Business and the University of Calgary's Haskayne School of Business.

Dr. McGeough earned a Master of Business Administration degree in entrepreneurship and new venture development. She won the Julius Schulich Award for Entrepreneurship for her master's thesis on the contributions of home-based businesses to the City of Calgary. She received her PhD in Management, specializing in entrepreneurship and corporate strategy, from the University of Calgary. This was the first PhD in entrepreneurship to be awarded in Canada – out of only four. Her doctoral research received The University of Calgary's Stew Fairbanks Memorial Award for Scholarship in Entrepreneurship. Dr. McGeough' research has been published in scholarly publications in Canada and the United States. Her latest research involving entrepreneurial psychology was published in the Journal of Small Business and Entrepreneurship (JSBE) in Fall, 2010.

Our program built by entrepreneurs

“I believe my own entrepreneurial success is due to my education, which was focused on small business. Entrepreneurs love to learn, but they aren't interested in education that's uninspiring or unaffordable. I started GoForth Institute to help Canada's entrepreneurs strongly improve their odds of success in a way that's relevant and accessible to everyone.”

- Dr. Leslie McGeough



GoForth Institute

Frequently Asked Questions (FAQs)

What is GoForth Institute?

GoForth Institute is Canada's first, national private sector micro-business training company. We offer a fast, proprietary, skills-based education program delivered over an innovative technology platform to entrepreneurs anywhere in Canada. We do this by marketing our online education to them directly and through a network of strategic business partners such as Community Futures Network of Canada.

When was GoForth founded?

GoForth Institute was founded in 2009 by Dr. Leslie McGeough, a former professor of entrepreneurship who desired to improve the odds of small business ownership.

Where is GoForth located?

GoForth delivers its online education program anywhere in Canada. Our head office is located in Calgary, Alberta, Canada.

Who should take GoForth's education program?

Any entrepreneur wanting to start or expand a small company! GoForth's online education delivers the essential skills an entrepreneur will need to successfully launch and grow a small business.

How much does the program cost?

The entire online education program costs just \$195. Included in this price is a curriculum e-book containing extra course materials, exercises, resources, tips and business plan samples. A hard copy of this e-book is also available.

What is offered in the program?

- The course includes 70 videos in 15 classes, each lesson being delivered by an expert entrepreneur. Downloadable materials, quizzes and email access to instructors are also included.
- In just a few minutes a day, entrepreneurs at any stage will get all the skills they need to start and grow a successful small business.
- The free curriculum Business Builder e-book contains resources, materials, tips, business plan templates and sample business plans.
- All online training videos are delivered by expert entrepreneurs in their field of business, from law to marketing, finance, accounting and more.
- Entrepreneurs with a burning small business question are encouraged to visit the "Ask the Expert" section on GoForth's website.

What makes GoForth different from other small business education offerings?

GoForth's education is delivered 100% online and mobile. The program was developed based on extensive research and information provided by hundreds of successful Canadian entrepreneurs to GoForth, and we are Canada's leader in online small business training.

Testimonials

Testimonials from Canada's leading entrepreneurs

There is a real need for organizations of this kind in Canada. Entrepreneurs face a variety of challenges, especially when getting started. The fact that they can now access a set of specialized tools on a mobile platform will be extremely beneficial in terms of developing their businesses.

Derek Doke, Original Joe's Founder

GoForth is a paradigm-shifter. They've figured out how to deliver fast, affordable, really effective and convenient education programs. This is a game changer in Canada.

Patrick Lor, Co-founder of iStockphoto and president of Fotolia North America

The sad thing is most small business owners start a business without a business skill set. They don't know how to run a business, they've never learned, but they start anyway. That explains why so many fail out of the gate. GoForth delivers entrepreneurship training in way that works – finally – for entrepreneurs.

Michael Sikorsky, Founder, Robots & Pencils Inc.

Testimonials from entrepreneurs who have taken the program

GoForth's education for entrepreneurs was very helpful in providing me with a track to run on in working with the business concept. I liked the focus and organization of the modules / lessons, and the range of topics very useful and pertinent to me as a business owner. I thought the education was interesting, engaging, compelling – I found myself enthusiastically attacking the material every day and it was an enjoyable process. I feel I know what to do now as a result of my experience with GoForth Institute's entrepreneurship program.

Susan Power, SD Consulting Inc.

Thanks to GoForth, I've had the opportunity to become more informed about parts of my business I had no idea about. With the information I received through the GoForth program, I have been able to fill in the gaps in my business knowledge, approach investors more confidently, and feel better about my strategy moving forward.

Erin Ignatio, John James Design

Tough to admit. I'm an experienced entrepreneur who thought they knew it all. Yah, right. Nothing like finding out most of the stuff you've been doing all along wasn't right. Because of the GoForth program, now I know what I don't know. I realize all the work I need to get in place to run a really successful business.

Mike Scott, Mike Scott Painting