



Summer Company

DIRECTORY

2021



vaughan

ECONOMIC & CULTURAL
DEVELOPMENT

Message

from the Mayor



Vaughan is a global, talent-driven city equipped with the resources, networks and transportation connections to help businesses of all sizes grow. The City of Vaughan is committed to business excellence and, despite the COVID-19 pandemic, remains an economic leader in the Greater Toronto Area (GTA) and beyond.

As home to 19,000 businesses that employ more than 225,000 people, Vaughan is York Region's largest economy – and together, we are building back better. The City is laser-focused on restoring Vaughan's strong and resilient economy. With unwavering perseverance, innovation and hard work, I am confident entrepreneurs and business owners will drive Vaughan's economic recovery.

The City is dedicated to providing entrepreneurs with the tools required to spur innovation and achieve the ultimate goal of creating a successful business. Through the Small Business and Entrepreneurship team, the City offers valuable advice, access to business information, resources and training to entrepreneurs and companies of all stages and sizes. This includes one-on-one consultation services via tele- or video-conferencing, aligned with COVID-19 health and safety protocols. The City is pleased to offer once again its annual Summer Company program, which gives young people the tools

to start their own companies with hands-on coaching from local business leaders and an opportunity to receive a provincial grant of up to \$3,000 toward startup expenses and operating costs. Since 2002, the program has supported more than 220 students start or grow their businesses. From app development and clothing design to landscaping and cosmetics, youth in Vaughan are formulating their own path to success and helping to shape and strengthen our city's economic future.

New to this year's program, Niagara University, Vaughan's first university, will provide training and mentorship. Program participants aged 15 to 29 will gain access to university-level business training on marketing, business modelling, operations and finance and receive a certificate of completion from Niagara University. This new offering will enhance the Summer Company program by providing young entrepreneurs with university-level educational opportunities, unique experiential learning experiences and career-focused skills development.

Vaughan is reaching unprecedented heights as a rapidly emerging market that is rich with investment opportunities. Since 2010, more than 60,000 local jobs have been created, the City has issued more than \$13 billion in building

permits, and we continue to maintain one of the lowest tax rates in the GTA. Building on this momentum, Vaughan's vision for the future is quickly becoming a reality.

I want to express my warmest and sincerest gratitude and appreciation to Vaughan's emerging business leaders. Your resiliency, creativity and innovation are truly inspiring, and together, we will continue to make Vaughan a city of choice.

A handwritten signature in blue ink that reads "Maurizio Bevilacqua". The signature is fluid and cursive, written in a professional style.

Hon. Maurizio Bevilacqua, P.C.
Mayor, City of Vaughan

Summer Company 2021

Summer Company is delivered by Vaughan's Small Business and Entrepreneurship team in partnership with the Ontario Ministry of Economic Development, Job Creation and Trade (MEDJCT).

Summer Company entrepreneurs are Ontario students between the ages of 15 and 29 years old who start and operate a full-time business over the summer. Program participants receive training from the City's small business advisors, mentorship from business leaders in the community and access to a provincial grant of up to \$3,000 to invest in starting their business.

We look forward to seeing our 2021 Summer Company students grow their businesses!

2020 Summer Company Recap

58 Summer Company student applications received by the City

4 new businesses started

4 new summer jobs created

4 students considering entrepreneurship as a career option

An average of more than **\$6,000** in generated revenue per business between June and September

SUCCESS STORIES

Anthony Tovbis Best Press Printing

While finishing his first year studying business at Ryerson University, Anthony Tovbis began thinking about how he could spend his summer gaining valuable work experience. Recognizing that the COVID-19 pandemic had eliminated many job opportunities for students, he began thinking about the transferable skills he could develop from starting his own business. With a long-standing interest in the clothing industry, Anthony decided to start Best Press Printing. This company produces custom-designed t-shirts and other apparel to help local businesses establish brand recognition and support their promotional efforts.

Last summer, Anthony printed more than 300 garments for local clients using skills and techniques he taught himself while wrapping up his school year. The Summer Company program helped Anthony connect with potential clients at networking events, and he participated in digital marketing workshops where he learned techniques for improving his paid advertising efforts and search engine optimization.

Anthony just wrapped up his second year at Ryerson University on the Ted Rogers School of Management Dean's List. He is continuing to grow his business by branching out into e-commerce channels while still fulfilling local orders from returning and new customers.

Ananya Vishwanath VQueues

When the COVID-19 lockdown began in March 2020, Ananya Vishwanath read several news articles about the hour-long lineups outside stores selling essential items. She wondered how technology could transform the queueing experience, save time and help customers physically distance themselves from one another. The result of her brainstorm was VQueues, an innovative queue-management platform that eliminates long in-person lineups by allowing businesses to move waiting rooms online. Customers can join a virtual queue remotely and wait their turn nearby or in the comfort of their car. Once notified, they can make their way inside – skipping the line entirely.

Through Summer Company, Ananya participated in a number of digital marketing workshops that helped her properly define her target market and better promote her service. She also connected with mentors who offered advice on improving her platform and refining her sales process.

"The Summer Company program provided me with amazing resources and connections that were instrumental in getting VQueues to where it is now," she says.

This fall, Ananya will be entering her second year of a dual degree in computer science and business administration at the University of Waterloo. She hopes to continue reaching out to businesses throughout the school year to grow the user base of VQueues. When asked about her plans for the future, Ananya replied, "I am looking forward to what is to come. Entrepreneurship is something I definitely want to pursue as a career and I think VQueues and the Summer Company Program has been an amazing first step."

SUMMER COMPANY STUDENTS



Chioma Chinyeluba

BEAUTY JEWELS BOUTIQUE

beautyjewelsboutique@gmail.com

Beauty Jewels Boutique crafts and distributes high-quality, trendy, bohemian jewelry. As the name suggests, the focus is to create jewelry that will bring a sense of beauty to its buyer. Beauty Beads featured products will include necklaces, bracelets and waist beads made from various crystals, gems, glass beads and more!

Chioma is a student at Tommy Douglas Secondary School and will be entering Grade 10 in fall 2021. In her spare time, she loves playing the flute, writing and creating art. After high school, Chioma hopes to study computer science or journalism. She intends to pursue a career in either artificial intelligence or as a machine learning engineer.



Matthew Wu

REALTOGRAPH

realtograph.com

Realtograph helps real estate agents and property owners get properties sold through professional photography. With advanced photographic techniques, a fast turnaround time and competitive pricing, Realtograph showcases properties with eye-catching but realistic photographs.

Matthew is a Maple High School student studying in the International Baccalaureate program and is entering Grade 12 in fall 2021. His interests are in photography, business, psychology and philosophy. Although he is still deciding what to do in the future, he hopes to continue growing his company, Realtograph.



Gabriel Potkidis

G&G GOLF TRAINING

gggolfttraining.com

G&G Golf Training aims to offer young golfers the ability to improve their skills through swing training and mobility/strength training at an affordable price.

Gabriel will be entering his first year of Law School at Western University, completing the dual business and law degree (HBA/JD). He loves golfing, fitness, playing the piano and drums. In the future, Gabriel hopes to practise commercial real estate law.



Luca Matarazzo

GREENSPACE LAWN CARE

greenspacelawncare.ca

Greenspace Lawn Care is a lawn care company specializing in proper lawn maintenance, such as a high-quality cut, power edging and removal of grass clippings. Greenspace Lawn Care aims to satisfy customers with affordability, quality experience and amazing customer service.

Luca has a strong passion for entrepreneurship and continuously strives to develop his skills to become a business owner. This semester, he will graduate from Emily Carr Secondary School and attend York University's Schulich School of Business in fall 2021. Aside from school, Luca is passionate about fitness and basketball, an avid reader of business books and a huge sneakerhead.

SUMMER COMPANY STUDENTS



Stephanie Rao

THE LITTLE BOUQUET

thelittlebouquet1@gmail.com

The Little Bouquet is a pop-up floral shop that sells dainty organic bouquets sourced from local Ontario farms. Every bouquet is unique and curated with care. The Little Bouquet fulfills both custom and pre-made orders with elegant and simple designs. Here at The Little Bouquet, we believe in sustainability and supporting local charities in the GTA through our proceeds and practices.

Stephanie will be entering Grade 12 at Bill Crothers Secondary School in fall 2021. She loves playing basketball, cooking and getting creative with flowers, of course. She is interested in science and is hopeful of pursuing nursing in her post-secondary studies.



Nicole Steiner

ZEELITES

zeelites.ca

Zeelites provides customizable and trendy acrylic LED signs to individuals, small businesses and events throughout the GTA. Zeelites works to support your vision and let your personality shine through each of our products.

Nicole is a current Grade 11 student at Hodan Nalayah Secondary School. She is interested in finance, digital arts and technology. During the school year, she is a member of her school's Student Council, an executive member of the Math Club and President of the Business Opportunities Club. She developed a passion for entrepreneurship through her participation in the Junior Achievement Company Program, where she was able to see what it's really like to start up a business.



Victoria Novatska

VATICORI DESIGNS

etsy.com/ca/shop/vaticoridesigns

Vaticori Designs strives to offer eco-friendly handmade jewelry and stickers for nature lovers!

Victoria is entering her third year of Sheridan Illustration this September 2021!



Mika Moreno

VENTURE APPAREL

ventureapparelca.com

Venture Apparel is a clothing brand created for teens that aims to highlight and be a part of the extraordinary lives of teens – even through their ordinary experiences. With designs created by a teen, Venture Apparel's high-quality embroidered and vinyl printed sweaters is a brand with designs that everyone wants.

Mika will be entering Grade 12 at Cardinal Carter Catholic High School in fall 2021. She aspires to study medicine and eventually become a doctor and open her own clinic in the future.

SUMMER COMPANY STUDENTS



Hodo Abdirizak

CRAFTWORK CO.

craftworkco.ca

Craftwork Co. is an online store that offers customized tote bags, signage and water bottles. Customers may choose special messages, fonts, colours, and lettering for their own personal flare. Craftwork Co. aims to create thoughtful gifts that can be given to loved ones for a special occasion, such as a birthday, wedding, retirement, graduation or baby shower. The online store's items make the perfect gift for a range of life's celebrations.

Hodo is always looking for ways to express creativity, whether it's through making art, writing poetry or creating solutions in programming. She will be attending her second year at Ryerson University in fall 2021, studying Computer Science.



Ali Khan

GRASSIFY LAWN CARE

grassify.ca

Grassify Lawn Care is a company that specializes in the health and maintenance of lawns using advanced techniques. We help busy homeowners who want a great lawn but don't have the time or patience to maintain one. Unlike other companies that simply mow and trim, we cater individual care plans for each of our clients and give them easy-to-implement suggestions to optimize the work we do for their lawns.

Ali currently attends the University of Guelph Humber and is studying Business Administration. Ali is an avid golfer and has a growing interest in email marketing, hoping to launch an agency in the future. In the second year of his program, he is looking forward to expanding his learning in 2021.



SUMMER COMPANY TRAINING PARTNER



For Summer Company 2021, Vaughan Economic and Cultural Development initiated a new partnership with Niagara University (NU) to deliver faculty-led training and mentorship for the program. Throughout the summer, Niagara University facilitated university-level business workshops on topics such as customer relationship building, growth marketing, and the fundamentals of business finance. At the end of the program, each student will receive a Certificate of Completion from Niagara University, recognizing their accomplishments over the summer.

Niagara University, a private Catholic University, was established by members of the Vincentian order in Lewiston, New York in 1856. The oldest of three Vincentian institutions in the United States, our programs provide students with highly credentialed faculty and small class sizes to develop graduates who are prepared for positions of responsibility in way that embodies the vision of St. Vincent DePaul's compassion towards the poor and oppressed.

In 1984, NU became the first New York institution to offer its Master of Educational Leadership under ministerial consent. Since then, it has graduated principals, superintendents, and directors of education, members of provincial ministries and accrediting bodies that have served across the province. In 2007, Niagara University responded to Ontario's teacher shortage, by expanding its offerings to include a Bachelor of Professional Studies in Education program, which is accredited by the Ontario College of Teachers, and offered under consent of the Ministry of Colleges and Universities. To date, this program has graduated more than 2,000 teachers.

The move to Vaughan, Ontario in 2019, consolidated NU's programs in education into a single site. Later that year, Niagara University received ministerial consent to offer three new graduate programs to meet the needs of the community. These included a Master of Science in Information Security and Digital Forensics, a Master of Business Administration and a Master of Science in Finance that prepares students for the highly technical and highly regulated world of international finance. NU's Faculty of Business Administration is accredited by the Association to Advance Collegiate Schools of Business (AACSB) - a designation attained by just 5 percent of the world's business schools. This is achieved with a faculty dedicated to teaching excellence and publishing in internationally recognized journals, close connections with the business community, and a commitment to it's mission.

"We are proud to be in Vaughan where we can enact our mission to serve the needs of the community. We did this through our pandemic speaker series, our work with the Vaughan Chamber of Commerce, and this year through our collaboration with the City on the Summer Company program, where we will assist with the development of the next generation of entrepreneurs and business leaders." – Niagara University



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