



Summer Company 2022 DIRECTORY

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Summer Company is delivered by the Vaughan Business and Entrepreneurship Centre (VBEC) in partnership with the Ontario Ministry of Economic Development, Job Creation and Trade.

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 work with the City's small business advisors, receive faculty-led training in partnership with Niagara University and access to a provincial grant of up to \$3,000 to invest in starting their business.

We look forward to seeing our 2022 Summer Company students grow their businesses!





2021 Summer Company Recap

- 61** Summer Company student applications received by the City
- 10** New businesses started
- 11** New summer jobs created
- 6** Students considering entrepreneurship as a career option

An average of

\$3,000

in revenue generated per business between
June and September

Success Stories



**Hodo
Abdirizak**

Craftwork Co.

Hodo Abdirizak was inspired to start Craftwork Co. when she noticed a gap in the market for trendy accessories. Craftwork Co. is a sustainable brand selling reusable tote bags for everyday use. Hodo designs each tote bag with care and attention to detail. Hodo's passion and creativity have allowed her to develop unique designs for her products that stand out among competing brands on the market.

Last summer, during an in-person pop-up appearance at Toronto's Kensington Market, Hodo saw a spike in sales. Then, a video she posted on the social media app TikTok went viral, receiving more than 30,000 views and 8,000 likes within 24 hours. In response, Hodo said, "I was surprised by the sheer power of virality on social media and how accessible it was to gain a following." In fall 2022, Hodo will attend her third year at Toronto Metropolitan University, majoring in computer science. When asked to reflect on last summer, Hodo noted she was extremely grateful for her experience in the Summer Company program.

She said that with the advice, guidance and resources offered, she learned the essentials of starting a business, including different aspects of marketing, networking and customer relationship building. She looks forward to seeing where these skills and experiences take her.



Ali Khan

Grassify Lawn Care

Ali Khan started Grassify Lawn Care to help homeowners maintain a healthy-looking lawn. Unlike other lawn care companies, Grassify Lawn Care creates individual care plans for each client, giving them easy-to-implement suggestions to optimize their weekly grass cutting.

While researching how to start his business, Ali reached out to successful business owners in the lawn care and gardening industry to seek advice. Through this, Ali sidestepped operational mistakes in the early stages of his business. His advice to other aspiring entrepreneurs: "Make connections wherever you can. The network you establish can be very helpful in your growth as an entrepreneur."

Ali continues to operate his business servicing approximately 50 clients per week. Due to the increased demand, Ali has onboarded a new employee to help him with day-to-day jobs. In fall 2022, Ali will attend his third year at the University of Guelph Humber for business administration. He looks forward to continuing to grow his business in the coming years.

SUMMER COMPANY STUDENTS



Kevin Arulanandam

KEVIN'S KAPTURES

Kevin's Kaptures is a professional photography and videography business. The business provides clients with top-quality visual content catered to their personal or business-related needs. Kevin's Kaptures goes above and beyond, providing quick turnaround times and high-quality work for clients.

In fall 2022, Kevin will enter his final year at McMaster University, majoring in mathematics and statistics. Apart from academics, Kevin enjoys long-distance running, travelling and photography.



Jena Bliakhman

SIZE MATCH

Size Match is an application that helps customers choose the right clothing size when shopping online. Jena created this idea when she saw the challenge many of her friends faced when shopping online — that different stores/brands had conflicting size charts, causing uncertainty when making a purchase. Size Match strives to make the online shopping experience easier and reduce the number of returns due to sizing inconsistencies.

Jena attends UMCA Rich Tree Academy and is entering Grade 10 in fall 2022. Her favourite subjects are math, science and entrepreneurship. In her free time, she likes spending time with friends, going on roller-coasters and relaxing.



Naomi Chinyeluba

ANIMATEBIZ

Animatebiz is an animation company that creates fun and attractive animations for complex businesses, helping business owners who have difficulty explaining their products or services. With Animatebiz, business owners can communicate their offerings easily, without compromising style.

In fall 2022, Naomi will enter Grade 12. In her spare time, she loves playing the piano, writing and creating art. After high school, Naomi plans to study psychology or journalism. She intends to pursue a career in radio, television or as a child therapist.



Daniel Martinez

GREEN GIZMOS

Green Gizmos is an environmentally-focused company that designs and sells handy gadgets produced using innovative 3D printing technology. Made from biologically-sourced and biodegradable materials, Green Gizmos aims to change how products are mass-produced, by starting with a versatile, lightweight and adjustable stand for your smartphone or tablet, at competitive prices that are hard to dismiss.

In fall 2022, Daniel will enter Grade 10 in the International Baccalaureate program at Maple High School. He is very passionate about blockchain technology and computer science. He aspires to be a tech entrepreneur and continue creating innovative ideas for his company Green Gizmos.

SUMMER COMPANY STUDENTS



Ben Anthony Minervino

SIXLANDSCAPING

Sixlandscaping is a landscaping company that offers lawn and garden maintenance services, including lawn mowing, edge trimming and weed cleanup. Sixlandscaping's goal is to provide its customers with high-quality lawn maintenance and make scheduling easy and hassle-free through a short estimate process and a quick response time.

In fall 2022, Ben Anthony will be attending his second year at Toronto Metropolitan University, studying business technology management to earn his bachelor of commerce. Ben Anthony's interests include hockey, basketball, fitness, business and photography.



Julia Pellegrino

EDUCATION LADDER

Education Ladder is an online tutoring service offering affordable personal tutoring to underprivileged students. This company aims to provide equitable assistance by offering a low hourly rate of \$19, including resume help and office supplies. Education Ladder adapts to students' needs by offering diverse modes of tutoring.

Julia is a Toronto Metropolitan University graduate of the biomedical science program. She will be attending her first year of the MD program at the University of Toronto in fall 2022. She is an experienced tutor, having worked as a teaching assistant in an organic chemistry course, passionate about giving back to the community and loves to run and read.



Davina Potkidis

SUNSHINE SWIM

Sunshine Swim provides children with a safe learn-to-swim environment with private swimming lessons in a heated saltwater pool. The company allows all children to reap the benefits of one-on-one learning with affordable pricing. All enrolled children will receive Red Cross badges to recognize their achievements at the end of the program.

Davina recently graduated from York University with a degree in biology and will attend her first year of the doctor of veterinary medicine program at the University of Guelph in fall 2022. She has a passion for working with animals and hopes to open her own practice in the future. In her free time, she likes to bake, go for hikes with her dogs and play piano and bassoon.



Natalie Potkidis

SUCCEED

SUCCEED is a coaching/consulting service that prepares university students for their post-graduate path at professional institutions through interview preparation, application support and essay writing.

In fall 2022, Natalie will attend her fourth year at the University of Waterloo's school of optometry and vision science. She is passionate about caring for the vision needs of the community and educating patients about ocular health. Natalie's other interests include playing the piano, hiking and practicing yoga.

SUMMER COMPANY STUDENTS



Coby Sadeh

COBY'S FIRST AID AND AQUATICS

Coby's First Aid and Aquatics offers first aid and lifeguard training and all levels of swimming lessons. The company's goal is to make the world a safer place by equipping students with essential life-saving skills. Coby has received his Standard First Aid Instructors and Instructor Trainer Certification through the Lifesaving Society.

In fall 2022, Coby will attend his first year at Toronto Metropolitan University, studying business management. Beyond academics, Coby is also passionate about skiing and has received his Level Two certification from the Ski Instructors Alliance of Canada, becoming one of the youngest students in Canada to receive this certification!



Alyssa Stellato

STYLE SUITE

Style Suite is a Greater Toronto Area-based styling service that offers both in-person and virtual styling services. The company works closely with clients to bring their style vision to life. Style Suite believes that a client's confidence and comfort are paramount to their success. Whether a client is styled for their social media content, press appearances or industry events, Style Suite employs a personable approach to meeting their client's stylistic preferences.

Alyssa is a certified fashion stylist currently enrolled in the fashion communications Bachelor of Design program at Toronto Metropolitan University. Through the program, Alyssa has developed her knowledge of aesthetic marketing and industry trends. She was chosen for a styling internship at ET Canada, during which she discovered her passion for styling and her ability to work in a dynamic environment. She has since worked independently as a stylist with many people in the music, fashion and entertainment industries.



Nuthanan Tharmarajah

THE WOODWORKS

The Woodworks manufactures wooden organizational systems, including multi-purpose bins and dividers. The business aims to assist individuals in creating more effective strategies to arrange their possessions for everyday use.

In fall 2022, Nuthanan will enter Grade 11 at Maple High School. He is passionate about computer science, public speaking and actively participating in sports. He hopes to pursue a career in the engineering field.

Niagara University: Summer Company Training Partner

Niagara University (NU), 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, the programs provide students with highly credentialed faculty and small class sizes to develop graduates who are prepared for positions of responsibility in a 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, NU 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 the consent of the Minister of Colleges and Universities. To date, this program has graduated more than 2000 teachers.

The move to Vaughan, Ontario, in 2019 consolidated NU's programs in education into a single site. Later that year, NU received ministerial consent to offer three new graduate programs to meet the community's needs. 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 five per cent 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 its mission.

As of 2022, NU is embarking on a new international student strategy. This approach aims to provide academic excellence to international students and assist them in their eventual residency pursuit in Vaughan through internships and other work opportunities. In addition, NU is currently developing two new academic programs for their Vaughan campus, including a master of criminal justice and a master of emergency and disaster management. Both programs are set to launch in 2024 upon receiving ministerial consent. In other exciting news, NU is doubling its physical footprint in Vaughan. In addition to serving as an academic institution, NU hopes to become a community hub for various events and business needs.

NU is proud to be in Vaughan and enact its mission by serving the community's needs. Through their pandemic speaker series, working with the Vaughan Chamber of Commerce and collaboration with the City of Vaughan on the Summer Company program, NU is contributing to developing the next generation of entrepreneurs and business leaders. For this year's Summer Company program, NU is facilitating university-level business workshops on customer relationship building, growth marketing and the fundamentals of business finance. At the end of the summer, each student will receive a certificate of completion from NU, recognizing their accomplishments over the summer.





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