



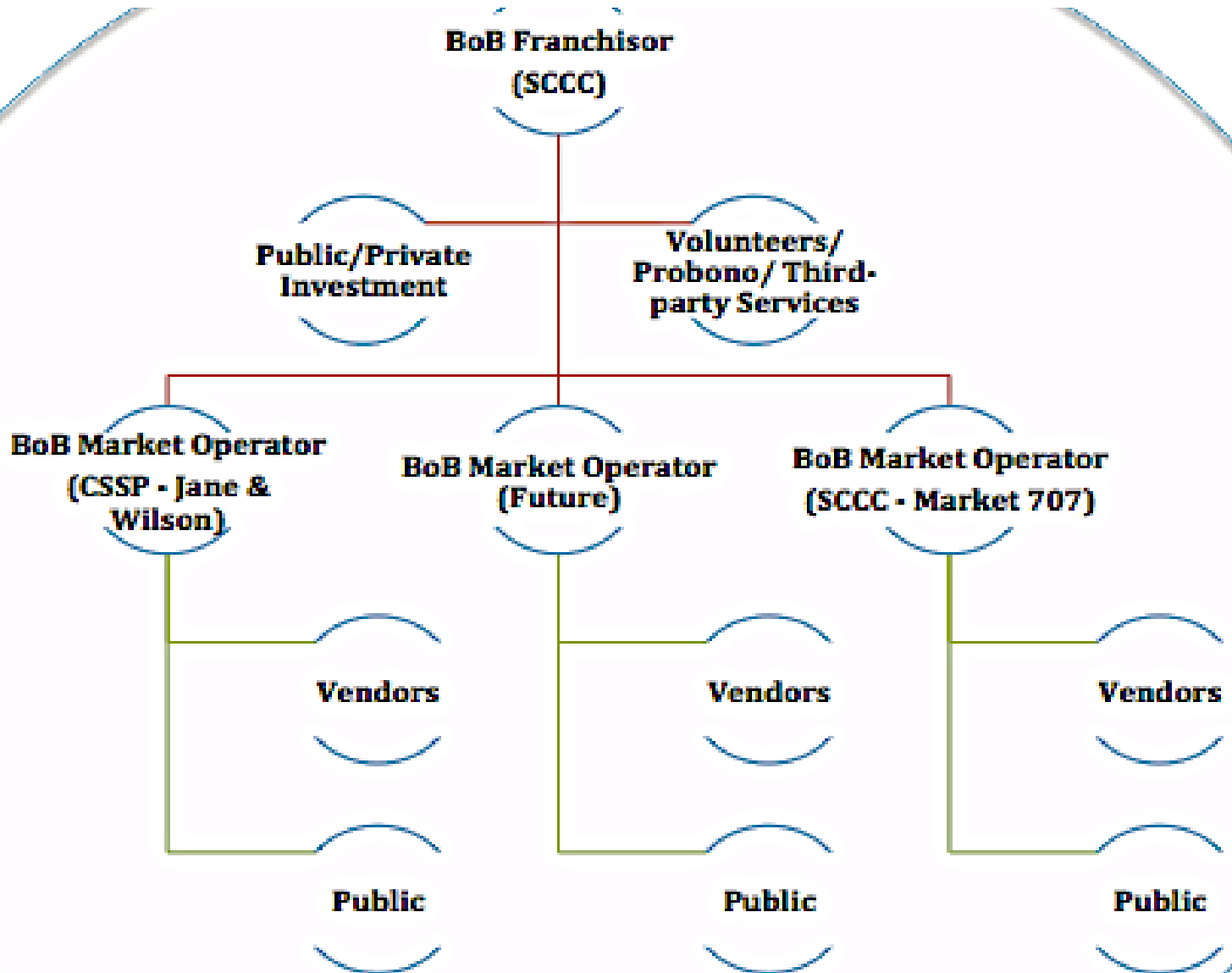
BUSINESS OUT OF THE BOX

A Social Franchise Model

Business out of the Box



The BoB Model





TORONTO COMMUNITY
FOUNDATION

The Art of Wise Giving™



Storsta^c

RIO  CAN

REAL ESTATE INVESTMENT TRUST

RAW



mcmillan

**METCALF
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Benefits of Business out of the Box



The BoB Social Franchise Model Project

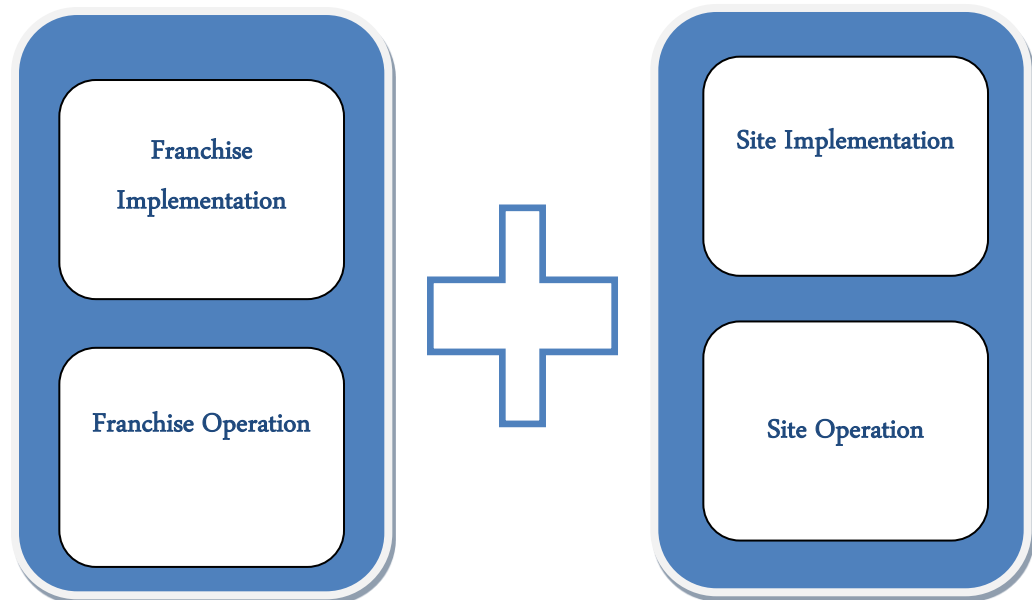


Formally defined the business model

Identified how the model can be sustainable for all participants

Identified key services provided by each party during implementation and ongoing operation

Identified the outcomes for all parties involved



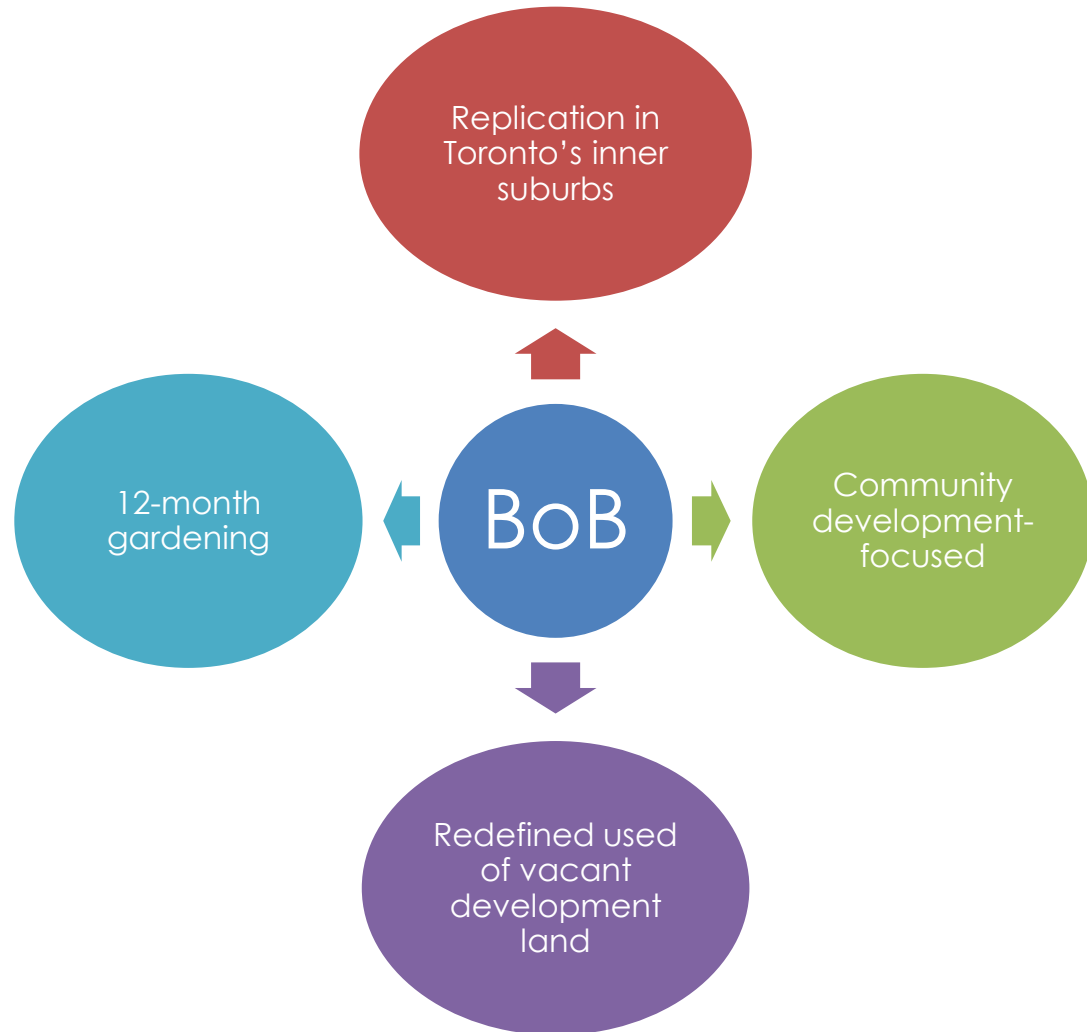
The Business Case

– A Social Dividend



- Market Operators break even in 5-6 years or less
- The Franchisor (SCCC) provides implementation tools, expertise and support, and ongoing tools and support to sustain and continuously improve
- Approximately 5 Operators/Sites are needed to make the franchise model sustainable
- Further growth will enable further investment:
 - More services and supports to the vendors and the community

Flexibility & adaptability



Social & economic opportunities



Centre for Spanish Speaking Peoples (Jane/Wilson)

- Ward 9
- Market 2195
- Two 20' containers
- Four food, four retail businesses



McCormick Park

- Ward 18
- Friends of McCormick Park, Aangen Community Centre, Working Women Community
- 20' container offering food security programs



Thorncliffe Park Catering Kitchen

- Ward 26
- Thorncliffe Neighbourhood Office
- 40' container offering commercial kitchen for local catering entrepreneurs



Minto Developers

- Ward 20
- Animating vacant development land through short-term container markets, farmers markets, community gardens



Moving Forward



- June 24 Economic Development Committee
 - Requested the General Manager, Economic Development and Culture Division to assist with providing business support for Scadding Court Community Centre's Business out of the Box incubators;
 - Requested the General Manager, Economic Development and Culture Division and the Executive Director, Social Development, Finance and Administration to work with Scadding Court Community Centre, other non-profit, public, civic and private organizations to participate in the development of an implementation plan for the pilots in two neighbourhood improvement areas; and
 - Requested the General Manager, Economic Development and Culture Division to report back, early in the next term of Council, to the Economic Development Committee on a financing/facilitation vehicle to assist social economic development initiatives in the community, such as Businesses Out of the Box.



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