



# how ice cream (and entrepreneurship) transformed a community

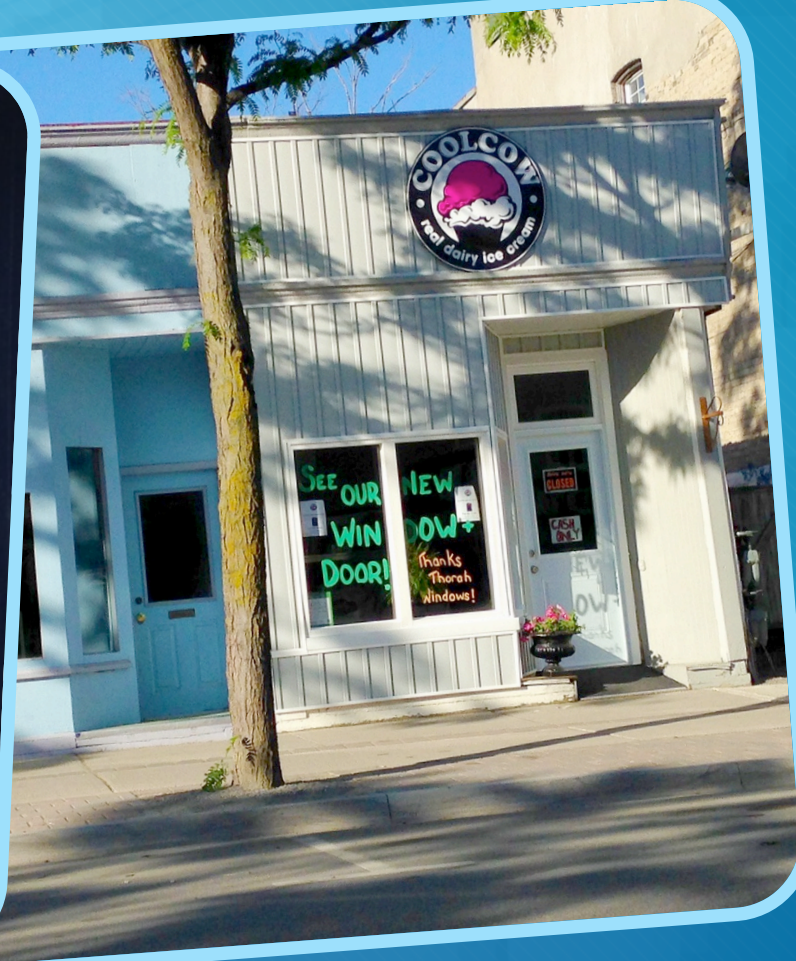
Jordan Starr – Brock Youth Centre

# The History

- Took over an existing business in another town
- Approached by owner who was a judge for our YBIC
- Offered brand, equipment, support and shared risk on rent.







The Store



# The youth





# The Model

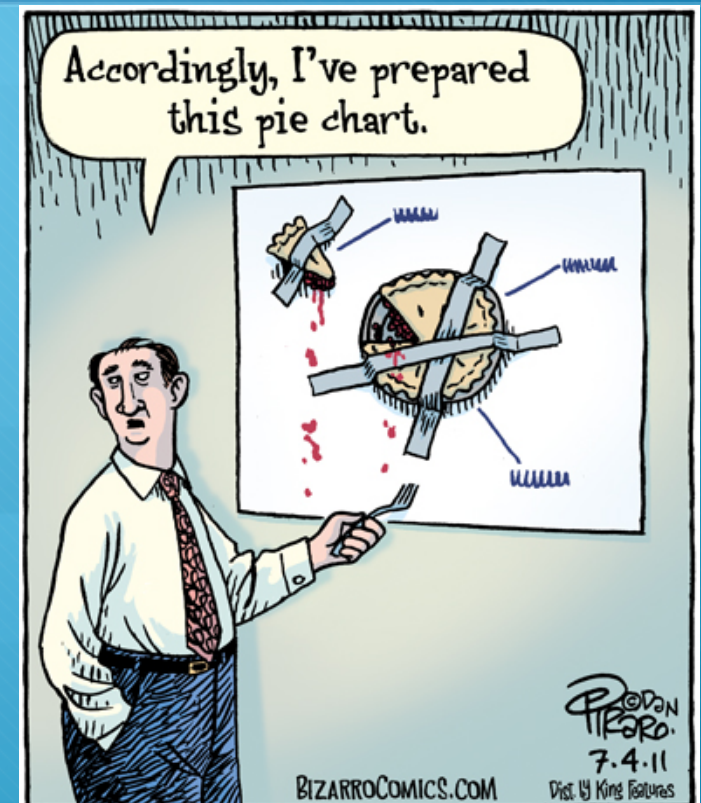
- Social enterprise with a mission to employ and train youth in the community
- All profits go back into the program
- Youth run the store, receive training and are trusted.
- All youth develop business plans
- Push customer service, marketing and experience above all else.
- Pray for hot, dry weather.



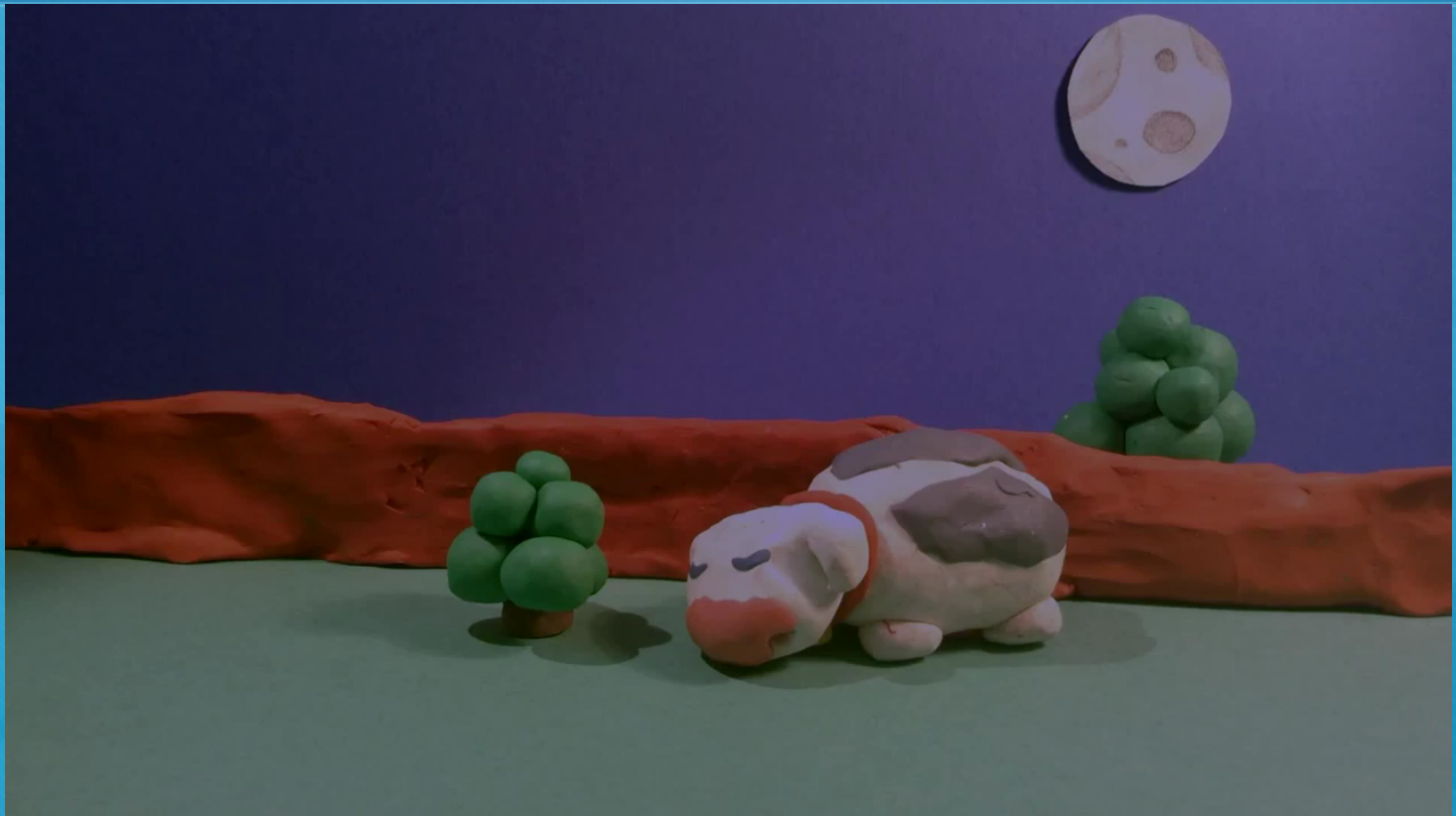


# The Numbers: Cool Cow, Entrepreneurship and CED

- Cool Cow employs 7-10 youth a year for hands-on entrepreneurship experience and training
- Help ~20 youth a year start their own business (our words: “turn your skill and passion in to job”)
- 2-5% of the high school population are employed through NEW jobs in the community
- Revenues of \$50,000 a year from sales



# Commercial Break





# The Successful Formula

- Community support – individuals, organizations, events and government.
- Establish a lean organization with business expertise – quick decisions, thin bureaucracy.
- Involve youth – ownership, training, confidence, “easy” and fun
- A viable business idea – market, location, product/service, competition, branding potential and story.





WWW.ANDERSTOONS.COM



"This was a mistake."

## Our Mistakes

- Communication with youth and community about “who we are”
- Underestimated staff time involved
- Youth need to have “skin in the game” – share profits
- Assuming ice cream sells itself
- Assuming competition won’t step in and try to wipe us out

# Other Programs

Youth Business Idea Competition (North Durham)





# Opportunities Board

- Created an opportunities board and mobile app with opportunities in the community that include:
  - Job Postings from local employers
  - Temporary/seasonal employment
  - Volunteer opportunities for youth to earn their 40 hours
  - Training opportunities at a local training centre
  - Co-op placements available in the community



# The conclusion

We aren't ice cream experts. We receive no grants to run Cool Cow. Our business plan was 5 pages long. We still go into every year not sure how things will work out. Every year something goes seriously wrong with the building. The business is entirely dependent on the weather. We trust youth to make decisions most young adults can't make.

...in short, if we can do it, you might be able to.





# Contact Us

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# Youth and CED

## ◊ Challenges

- ◊ Investment
- ◊ Lack of skills, knowledge and experience
- ◊ Marketing

## ◊ Benefits

- ◊ Retention
- ◊ New ideas, energy and diversity.