



startup
& slay

DIGITAL SERIES WITH CANADA'S DIVERSE WOMEN AND NON-BINARY ENTREPRENEURS



HOW SHE HUSTLES



WEDNESDAYS IN OCTOBER
8pm EST / RSVP howshehustles.com

Series Overview

In October 2020, How She Hustles presented the 2nd Startup & Slay Digital Series proudly sponsored by CIBC for Small Business Month with partners Rogers Sports & Media and Shopify.

The series featured seven women and one non-binary entrepreneur from three provinces who demonstrated how their start-up in slaying the Canadian market. These entrepreneurs were featured in LIVE online events via the How She Hustles YouTube Channel, a digital campaign on Instagram and Twitter and online business articles with practical tips and insights.

The series was produced by Emily Mills with a team of diverse women and BIPOC creatives during the COVID-19 pandemic.

Visit howshehustles.com to learn more.



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Digital Content

Week #1

Featured entrepreneurs:

Real Talk Candles – Rachael-Lea Rickards (Toronto, ON)

Bliss Skateboard Shop – Sasha Senior (Windsor, ON)

Online Event: Starting A Business During COVID-19

Article: 7 Tips for Financing a Startup

Week #2

Featured entrepreneurs:

House of Yee Fine Foods – Christine Yee (Port Coquitlam, BC)

RemarkaBall – Giovanna Serauto (Calgary, AB)

Online Event: Scaling Up A Food Biz

Article: 7 Tips for Getting Your Food Product into Stores

Week #3

Featured entrepreneurs:

Deaf Spectrum – Sage Lovell (Toronto, ON)

Accessibrand – Jolene MacDonald (Wellesley, ON)

Online Event: Making Business More Accessible

Article: 6 Ways to Make Your Business More Accessible

Week #4

Featured entrepreneurs:

Colouring It Forward – Diana Frost (Calgary, AB)

Garden Health – Deanna Henry (Vancouver, BC)

Online Event: Entrepreneurship and Indigenous Allyship

Article: 4 Ways Businesses Can Become Better Indigenous Allies

Series Highlights

- **500K+** social media impressions
- **800+** online RSVPs for #startupandslay events
- **200+** small businesses applied to be featured in our series
 - **60+** media hits & digital listings
 - **25** people on our freelance creative team
- **8** inspiring speakers joined us for #SmallBusiness Month
- **7** provinces were represented by our series applicants
- **4** live shows plus exclusive articles with business insights
 - **3** amazing sponsors
- **2nd** year of doing this digital series
- **1** experience for the history books!

"Love this series" "I'm endlessly inspired" "Very informative"

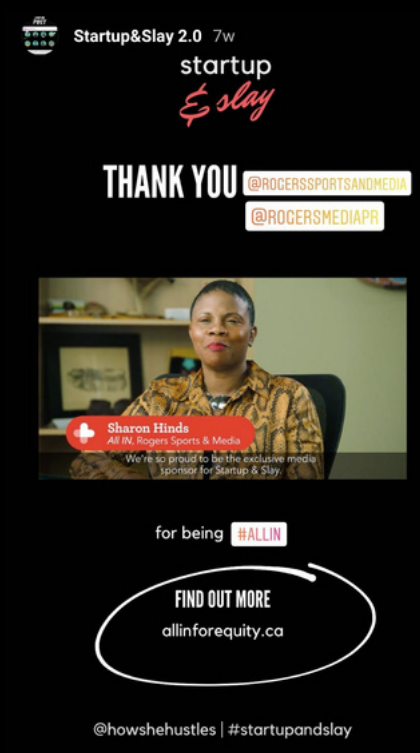
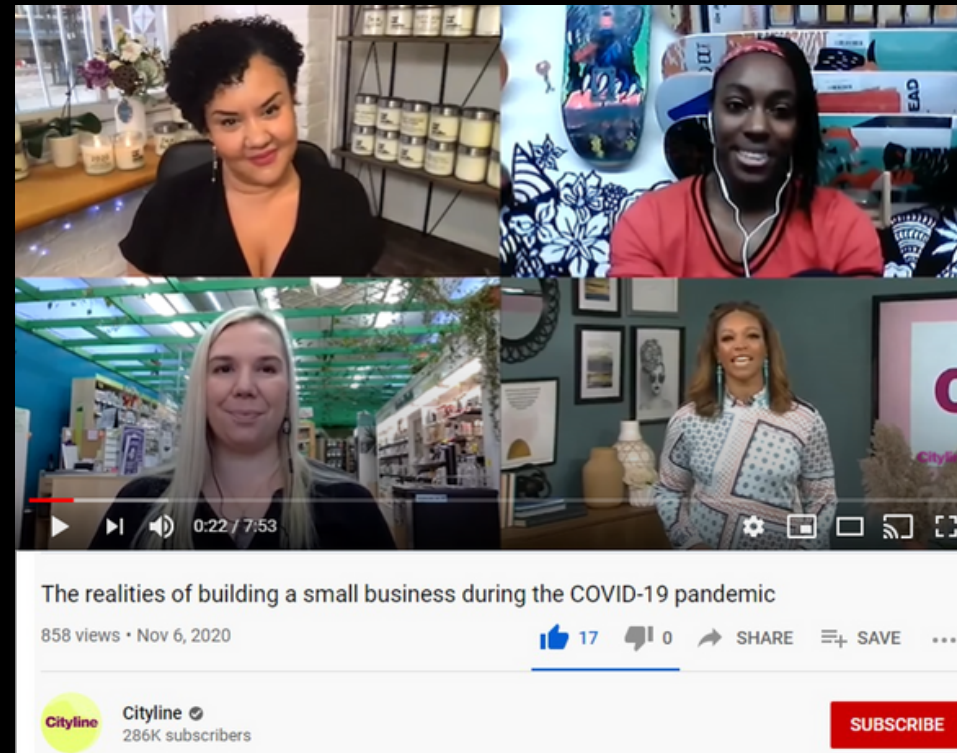
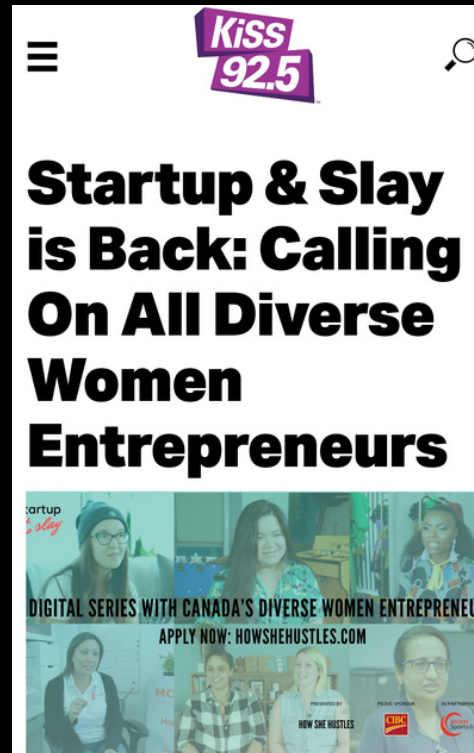
"We want to show that if we have been successful creating and growing a business, any Latin woman or immigrant can do it, too. BT helped us to spread that message! Being on TV has given us a sense of accomplishment and reaffirmation that we are remarkable."

– **Giovanna Serauto, Remarkaball**

"I've definitely benefited from the [Rogers] coverage. We've gained more followers and the publicity has been great, too. Because of the series, I've been able to promote the business without having to come out of pocket for advertising costs. So yes, it has helped tremendously. And lastly, my mother says she's very proud of me."

– **Sasha Senior, Bliss Skateboard Shop**

Partnership Testimonial



For 10 years, How She Hustles has made space for underrepresented voices through our events, social media community and digital content. With support from Rogers Sports and Media's All IN initiative, we amplified inspiring and inclusive stories about entrepreneurship to an even wider audience across Canada - something that should make us all proud. We were the 1st BIPOC small business selected for All IN, which earned us radio and TV coverage in 7 markets across the country including BT, Cityline, CityNews, CHFI, 680 News and more. Because of How She Hustles partnership with Rogers, we're helping to change the narrative about BIPOC women and other diverse entrepreneurs who now have more national exposure, more confidence to tell their stories, more opportunities to grow their brands and even increased sales because of Startup & Slay!

Emily Mills, Founder, How She Hustles



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