

**Canadian**

Spring 2023 Edition

# Business Owner

Multicultural Entrepreneurs Business Community Magazine



ISSN 2817-1926



[MEBCCanada.com](http://MEBCCanada.com)

# Canadian Business Owner

Issue 2 Spring 2023

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PRIME MINISTER · PREMIER MINISTRE

**Message from the Prime Minister of Canada**

It is with great pleasure that I send my warmest greetings to the Multicultural Entrepreneurs Business Community.

In a day and age where voices all around us are focused on division, I am proud to live in a country where our diversity is our biggest strength.

And, with businesses being the backbone of our society, the contributions that diverse Canadian entrepreneurs have made – and continue to make every day – to our shared nation, are indeed invaluable.



To the entire team behind the Multicultural Entrepreneurs Business Community, thank you. Your efforts to bring people together, support them in their endeavours, encourage their growth, all while facilitating research and development, truly deserve the utmost praise.

I look forward to working with you, and your community, to ensure that Canadian businesses continue to be the best in the world.

Ottawa  
2023



Premier of Ontario - Premier ministre de l'Ontario

2023

### **A MESSAGE FROM PREMIER DOUG FORD**

I want to extend warm greetings to the staff and readers of Canadian Business Owner magazine.

Ontarians have roots in all parts of the globe, but we all share a love of our communities, our province and our country. The many thriving businesses and ventures featured in this publication provide outstanding examples of the contributions of our multicultural communities to our cultural and economic vitality.

Kudos to the editors and staff of the Multicultural Entrepreneurs Business Community for your commitment to promoting business and social organizations and for keeping members of your community informed and connected.

Best wishes for your continued success.

A handwritten signature in black ink, appearing to read "Doug Ford".

**Doug Ford**  
**Premier**





# A Community Approach To Connect, Belong, And Grow Together.

Rasheed Walizada  
Founder

**Canadian**  
**Business Owner**

Multicultural  
Entrepreneurs  
Business Community

A community approach to business and entrepreneurship helps us all to connect, belong, and grow together.

We are grateful for receiving the letter from The Prime Minister of Canada - The Right Honourable Justin Trudeau. We are also grateful for receiving the message from The Premier of Ontario - The Honourable Doug Ford.

We have launched Canadian Business Owner programs focusing on multicultural entrepreneurs business community.

More on our programs in this edition of the magazine and further updates on our website.

In Canadian Business Owner magazine you will discover many featured entrepreneurs, thought leaders, resources, solutions, and business events.

We thank all our contributors, collaborators, and supporters for being part of this wonderful journey to **connect, belong, and grow together.**

**Canadian**



# Business Owner

**Connect. Belong. Grow.**

**We focus on programs for Canadian business owners - multicultural entrepreneurs to connect, belong and grow.**

## Our Programs

- **Magazine**
- **Meetups**
- **Events**
- **Conversations**
- **Opportunities**
- **Collaborations**



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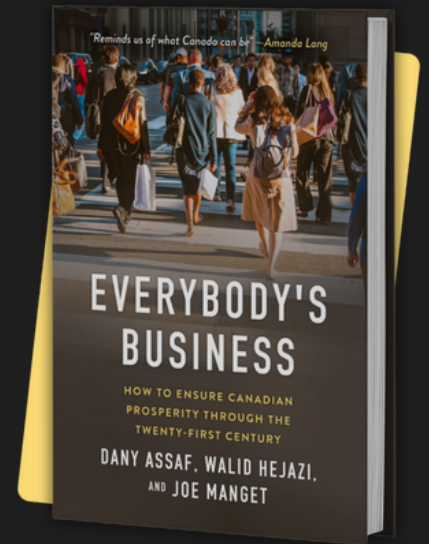


# EVERYBODY'S BUSINESS

## HOW TO ENSURE CANADIAN PROSPERITY THROUGH THE TWENTY-FIRST CENTURY

In this passionate manifesto for Canadian renewal, business leaders Assaf, Hejazi and Manget draw on interviews with over 100 thought leaders, politicians, CEOs, union leaders to craft a new way of thinking about our national opportunities.

### A MUST READ FOR ALL CANADIAN ENTREPRENEURS



[everybodysbusinesscanada.ca](http://everybodysbusinesscanada.ca)



#### DANY H. ASSAF

Dany is an author and globally recognized lawyer with deep and broad international business experience advising and helping businesses grow worldwide. Dany specializes in competition and foreign investment law and policy having worked on some of the largest and most complex global and Canadian mergers and investigations over the last 25 years.



#### WALID HEJAZI

Walid Hejazi is a Professor of International Business, and Economic Analysis and Policy, at the Rotman School of Management, University of Toronto. He is Academic Director of Rotman Executive Programs, a Fellow of the Michael Lee-Chin Family Institute for Corporate Citizenship, and member of the Board of Directors of the David & Sharon Johnston Centre for Corporate Governance Innovation.



#### JOE MANGET

Joe Manget is currently Chair and CEO of EHN Canada, the country's largest provider of mental health and addiction services, and former head of the Boston Consulting Group of Canada. He holds board positions with MedCurrent Corporation (Chair); Leap/Pecaut Centre for Social Impact (co-founder); New Start Foundation for Mental Health and Addiction (co-founder).

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<sup>1</sup>Benefits over \$5,000 only available to classes AA and Exec. <sup>2</sup>Non-occupational available. <sup>3</sup>Plans also available with short-term benefit periods. <sup>4</sup>Select from 0-day, 30-day or 112-day waiting periods.

OCT21





# The Canadian Startup Ecosystem



*Canada can learn and adopt several strategies from other top ecosystems to enhance its startup ecosystem.*

## Neha Jain

*Startup Growth Advisor, Director Business & Partnerships TBDC, and Cofounder Z Nation Lab*

As a seasoned entrepreneur, investor, and global ecosystem enabler with 15+ years of experience, Neha had the privilege of working with startups and entrepreneurs from various parts of the world. Currently, She is leading business and partnerships at Toronto Business Development Centre (TBDC) - a designated entity by the Government of Canada for Startup.

As a thought leader in the startup ecosystem, Neha explores and compares the Canadian startup ecosystem, government support, angel & VC investment, and corporate innovation with other top ecosystems in the world.

As the world becomes increasingly interconnected, the global startup ecosystem is evolving at an unprecedented pace. With the rise of digital transformation and the widespread adoption of new technologies, startups have become critical drivers of innovation, job creation, and economic growth worldwide.

By learning and adopting successful strategies from other top ecosystems, Canada can enhance its startup ecosystem and compete more effectively on the global stage.

The Canadian startup ecosystem has grown significantly over the past decade, with several notable success stories such as Shopify and Hootsuite. However, compared to Silicon Valley and other top ecosystems, Canada's startup ecosystem remains relatively small.

While Canada has several strengths, it needs to overcome several challenges, such as a lack of funding, to compete with the world's leading startup ecosystems. To achieve this, Canada needs to continue investing in startups, providing a supportive regulatory environment, and building a more significant domestic market.

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# THE UNSTOPPABLE FRANCHISEE

## 7 Drivers of Next-Level Growth

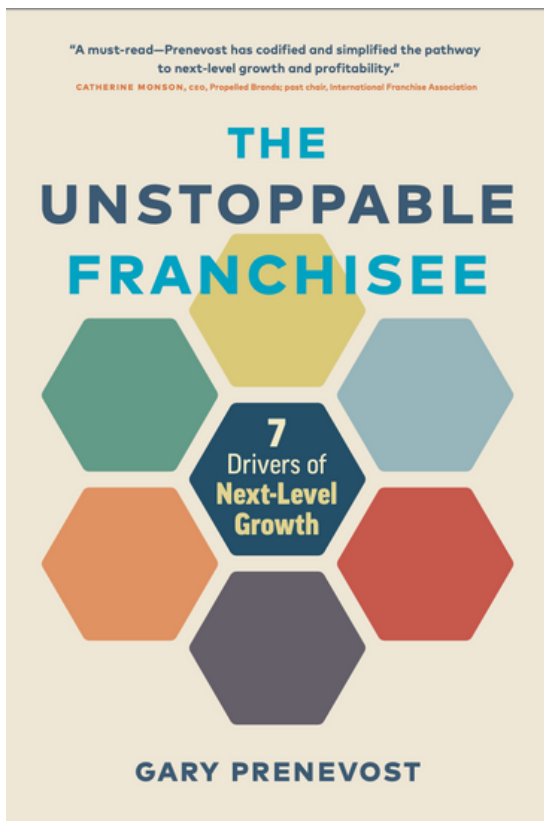
Unlock your business's full potential and achieve continuous growth with proven wisdom from top global franchisees and franchisors.

- Grow a Next-Level Mindset
- Grow Your Awareness
- Grow Your Operational Management Skills
- Grow Your People
- Master the System
- Grow Your Interdependence
- Cultivate the Neural Network of Your Business



## GARY PRENEVOST

President, FranNet of Southern Ontario



Gary's 30+ years of experience in the Canadian franchising industry makes him an industry-leading and much sought-after consultant for people that are considering franchise ownership. Having been on every side of the franchise business table, he has bought single, multi-unit, and master franchises for himself, brought US franchise concepts to Canada.

As a multiple-term member of the Board of Directors of the Canadian Franchise Association (CFA), Gary is able to stay abreast of leading trends in the franchise industry. He has served on numerous committees and is a frequent thought leadership contributor. He is a regular speaker at CFA events including franchise shows, online webinars, and annual conferences.



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FORUM**

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WWC is founded by Award Winning and experienced executive Raphael Chow, with a focus on coaching startups, and small, and mid-size companies to tackle their challenges and continue to grow.

## Raphael Chow

**Founder, Wisdom Wizard Consulting Inc.  
Top 100 in Finance in North America - 2021  
Finalist - Wealth Professional Awards Canada 2020**



Raphael is an award-winning founder, a frequent guest of the Toronto Stock Market Open, a speaker at various financial forums, and an advisor of some well-known associations, who founded Wisdom Wizard Consulting. WWC provides holistic planning and coaching for both startups and traditional corporations, big and small.

As a former executive in the wealth management and asset management industry, he was highly recognized and has built up a massive network, proving beneficial to his clients. Current clients include Fund Companies, Real Estate Companies, Technology Companies, Restaurants, etc.

Raphael focuses on quality instead of quantity, and he does not compete by price. To maintain a high standard of value, he limits the number of cases taken on at any particular period of time. In return, his clients are greatly satisfied.

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Your mobile business partner



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<https://www.ised-isde.canada.ca/site/ised/en/canada-business-app>



## John Reiser

President at BizCon  
Business Expo & Conference

John Reiser leads the team at BizCon that organizes Canada's Premier Business Development Conferences.

**BizCon is the community's largest 1-day event committed to business growth and development!**

## Conference Highlights

- Meet with over 70+ exhibitors showcasing the latest and most innovative business products and services.
- Network with hundreds of like-minded business owners and entrepreneurs.
- Attend our seminars featuring industry-leading keynote speakers.



**Upcoming Events** Register at **BizCon.ca**

### TORONTO

Thurs. **July 27, 2023**,  
1:00 PM – 5:00 PM

Markham Convention Centre

### HAMILTON

Thurs. **November 30, 2023**,  
1:00 PM – 5:00 PM

Carmen's Banquet Centre



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Get what you need.  
Give what you can.**

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## What's my next step?

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**[cody.chambers@barterpay.ca](mailto:cody.chambers@barterpay.ca) - 905-906-4206 (TEXT)**



Cody Chambers

**[www.barterpay.ca](http://www.barterpay.ca)**



# Eradicating Poverty Through Business



**Thanh Campbell**

**Canadian Director for  
Partners Worldwide Canada**



Founded in 2011, Partners Worldwide Canada serves jointly with Partners Worldwide to pursue the mission of ending poverty so that all may have an abundant life.

It is not enough to Teach a man to fish but in order to eradicate poverty, we must help him gain access to “the Pond”. What good is it to have a business without access to customers or clients? The ultimate goal is to help relieve poverty through business. The method conceived was to “partner” Micro and SME’s in the developing regions to Business Professionals, owners and experts in North America.

Partners Worldwide is seeking the business skills and acumen of businesspeople who are willing to share with the entrepreneurs with whom they work. “We are asking them to give the gifts of Time, Talent and Treasure. ”, says Campbell. Recognizing that their skills and business mind are just as valuable as capacity to write cheques. The goal is not to help an individual or a single family out of poverty, but to raise a whole community to a better quality of life.

**Thanh Campbell** is also an author and speaker that shares his story of how he was taken by mistake at 2-years old from Vietnam! He came over to Canada as part of the last flight out of Saigon in 1975 with 56 other war orphans. Their story has been widely covered in the media.

Thanh has written his memoir titled Orphan 32. Since then, Thanh has been invited to speak at numerous Business groups, conferences and schools across Canada as a keynote speaker. He shares his story around the World to inspire people to live their lives out of Hope and Healing!

In 2014, Mr. Campbell was awarded the Rotary’s PAUL HARRIS FELLOW AWARD, a prestigious award presented by the Rotary for those who efforts are commended in community building.

He is the founder of the Resilient Summit and Tour which aims to broadcast amazing stories of resilience, overcoming great obstacles in life and achieving great success.



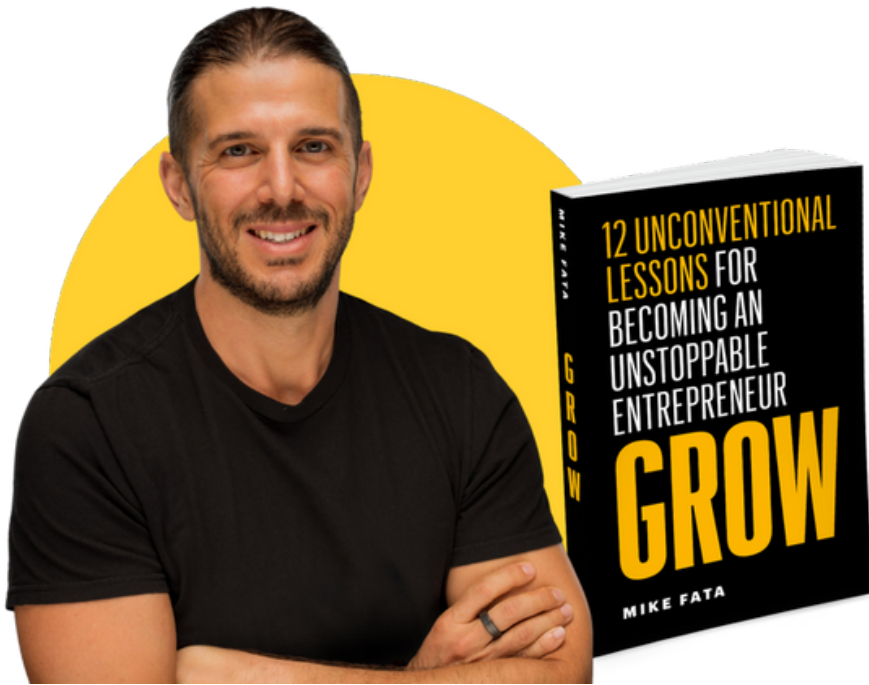
# Restaurants Canada

The voice of foodservice | La voix des services alimentaires

Restaurants Canada founded in 1944, is the largest membership organization of its kind, and the only national association that serves the unique needs of Canada's diverse and dynamic restaurant and foodservice industry.

[RestaurantsCanada.org](http://RestaurantsCanada.org)





# Mike Fata

Entrepreneur, Investor,  
Author & Mentor Building a  
Portfolio of World Class  
Companies

[MikeFata.ca](http://MikeFata.ca)

**In *GROW*, Mike Fata a successful 9 Figure Entrepreneur, Investor and Mentor provides a guide that will put entrepreneurs on a pathway to success.**

Align people with profits and watch your business thrive!

Sustainable companies are the ones that turn a profit. But in an ever-evolving world, gearing yourself up for entrepreneurial success means looking beyond the ledger. Because a business isn't built by financial statements, it's built by the person in the mirror, for the betterment of society.

## Mike Fata

Co-founding Manitoba Harvest Hemp Foods in 1998, and serving as Chairman of the Board and CEO until 2016, Mike helped guide the strategic sale of the company to Tilray for \$419 million dollars in 2019. Since then, Mike has celebrated and supported other business ventures as an entrepreneur, investor, advisor and mentor.

Mike is an author, speaker, and has won numerous awards. Currently Chief Executive Officer of Fata & Associates, Mike is now host of Founder to Mentor podcast, Lifetime Member (Past Chairman) of the Canadian Health Food Association (CHFA), Lifetime Member (Past Chairman) of Young Presidents' Organization (YPO Manitoba) and investor/advisor to a portfolio of world class companies.



# Franchise

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[KhanBabaPeshawari.com](http://KhanBabaPeshawari.com)

## Experience Success with Our Proven Business Model

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Invest in a franchise and be part of our growing family. You will have access to our secret recipes, proven business strategy, and ongoing support to ensure your success.

Come join us today & show the REAL MAGIC of authentic Peshawari Cuisine.





# MILLION DOLLAR YEAR

## PEAK PERFORMANCE PROGRAM



## Helping Growth-Minded Entrepreneurs Reach Peak Performance In Their Business

This Million Dollar Year Peak Performance Program is designed for entrepreneurs who want to increase the financial results within their business and scale to the next level, but don't quite know how to do it with confidence, certainty, and with a roadmap designed to generate business results.

There is no question that successful businesses are founded and led by entrepreneurs who have a clear vision and the drive to achieve it. However, even the most talented and determined entrepreneurs struggle when they lack the financial clarity to know how their business is performing and the financial confidence to make better data-informed business decisions.

That's where Million Dollar Year comes in. This online business coaching and mastermind program is designed to help entrepreneurs implement our proven Financial Mastery Model in their business to optimize profit performance, generate revenue and accelerate wealth accumulation. This program is taught by experienced professionals with at least a decade of coaching, learned experiences and tools they developed along the way to share.

[milliondollaryear.ca](http://milliondollaryear.ca)

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# The Soft Side of Business Entrepreneurship



**Ahmad-Shah  
Duranai**

**B.Arch., MBA, OAA, BTC, MTVA**

**Live and Lead by Design  
Coach, Educator, Speaker**

An important factor in the long term success of business owners and sustainability of their entrepreneurial enterprises is the ability to master soft skills. Soft skills in this context are people skills. These are skills that create and nurture high performing teams, engage employees, generate repeat clients; and build rapport and trusting relationships. Trusting relationships are extremely important.

It is evident that all of our pains and pleasures are the result of our relationships – relationships with employees, suppliers, vendors, clients, prospects, other businesses, the organization even inanimate objects. To nurture and sustain such relationships, business owners need to master soft skills that require a high degree of Emotional Intelligence (EQ) and effective communication. Looking at it from this perspective, soft skills affect every facet of a business enterprise – organizational structure, company culture, DEI, team dynamics, employee engagement, leadership, management and so much more.



**This page is dedicated to exploring various aspects of soft skills. Ahmad-Shah Duranai is the contributor of content for the coming editions of Canadian Business Owner.**

Ahmad-Shah Duranai is the Owner and Head Coach of DuraNet Enterprises Inc. He is an Author, Speaker, Architect, Project Manager, Educator, Coach, and Master Trainer of Verbal Aikido.



As an Author he has multiple published works including **THE LEADERSHIP ZONE: Lessons from the Front Lines** which is a holist manual and roadmap for issues on personal and organizational leadership. He is also the Co-Author of **VERTICAL VILLAGES: The Magic of Mixed-Use Developments**.

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# FINANCIAL PLANNING FOR BUSINESS OWNERS

*If you own a business or professional practice, you have unique financial planning needs that require specialized expertise.*

## OUR APPROACH

We will begin with an in-depth discussion to explore your unique needs and aspirations, your current financial picture, your comfort level with risk and the timeframe for reaching your objectives. As needed, we will tap into IG's team of industry-leading experts in investments, tax, risk management, succession and estate planning. Together, we will build a customized IG Living Plan for your business or practice that addresses each of the following areas.



## HASH ASSAD

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## MINIMIZE TAX

Do you have a tax strategy designed to improve your long-term financial situation? We will incorporate tax efficient strategies into your overall plan – based on your current income structure, eligible tax credits, capital gains timing and available investment planning options.

## PROTECT YOUR INTERESTS

It makes good business sense to protect your greatest assets – your business assets, your employees, a key business partner, your family, yourself and your ability to generate an income. We will complete a thorough needs analysis and build a plan that minimizes your exposure to business and personal risk, puts protection in place to strengthen your business or practice if you cannot be there, and helps everyone to benefit when it's time for you to pass the torch.

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# The Best Way To Grow

## Be The Value Builder In Your Business



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# The Business of Real Estate

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# Urban Land Institute

# Spring Meeting

## May 16-18, 2023

Metro Toronto Convention Center

Connect with the world of real estate at the ULI Spring Meeting, the ULI's annual gathering of thousands of cross-disciplinary real estate professionals

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2023 Spring Meeting



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Meet colleagues and potential partners during networking events, interactive sessions, roundtable discussions, and small group tours.

Engage in Q&A sessions and small group discussions on the forces shaping our industry. Find out what's next for infrastructure, technology, housing, public/private partnerships, mixed-use development, and so much more.

Register today to be part of the must-attend event

[spring.uli.org](https://spring.uli.org)

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Raza Jafri is a world-renowned public speaker, investor, and successful entrepreneur who has a proven track record of building organizations from scratch. Despite his humble beginnings, Raza has always been driven by a strong desire to create positive social impact and prioritize human-centric values in all his endeavors. In addition to his professional pursuits, Raza is actively involved in several charitable organizations and dedicates his time to mentoring young professionals.

**Raza Jafri, MBA**  
**CEO & Founder MetaWorldX**



MetaWorldX is a leader in digital twin technology. Their strategic partnerships with industry giants IBM and AWS allow them to seamlessly integrate live data into their Digital Twin applications. This technology enables MetaWorldX to display a wide range of real-time data, including traffic and mobility patterns, weather conditions, flight movements, water levels, and investment land information, among others. In short, MetaWorldX creates the metaverse of the world, for the world.

MetaWorldX's vision is to accelerate the pace of innovation and transform industries with digital twin technology. They strive to empower businesses to optimize their operations by leveraging the power of real-time data and insights.

**MetaWorldX.com**



# CANNAR CONSULTING

Cannar has expert and proficient consulting agents, particularly for every consultation assistance. We deal in a broad range of consulting services for our clients, including Business Consulting, Commercial Real Estate Advisory, Franchise Consulting, Brand Development, and Brand Management.

## • Business Consulting

The aid provided through professional advice, actionable solutions and guidance to businesses experiencing issues that can't be dealt with in-house. This will be implemented through the creation of a Business Plan and feasibility report which will help secure angel investors and lenders.

## • Commercial Real Estate Advisory

The aid provided through evaluation of commercial real estate, short and long-term goals, and the provision of options for the best use of any given property.

## • Franchise Consulting

The coaching and assistance provided to entrepreneurs in order to help them navigate their journey to franchise ownership.

## • Brand Development

The transformation of existing brands and the updating of policies and procedures according to the current market.

## • Brand Management

The aid provided to brands with suitable partners and candidates/franchisees to expand and diversify into local, domestic and international markets.

# CANNAR COMMERCIAL

Cannar Commercial offers great brokerage services all around the **GTA (Greater Toronto Area)**, by providing commercial real estate, profitable properties, resale of renowned franchises and businesses with good profits

## 1 Business Sales

In Business Sales we offer

- Business Brokerage

## 2 Franchise Sales

In Franchise Sales we offer.

- Franchise Development
- Franchise Resale

## 3 Commercial Property Sales

In Commercial Property Sales we offer

- Commercial Properties
- Development Projects
- Business with Properties
- Farms & Agricultural Land



# Key Advantages of Purchasing an Existing Self-Storage Facility Over Constructing a New One



**Dusko Duke Lekic and Kirill Perelyguine**

**Self Storage Investors and Commercial Real Estate Agents.**

When it comes to investing in self-storage facilities, buying an existing facility that is cash-flowing has numerous advantages over building a facility from scratch. Not only can you start earning income immediately, but buying an existing facility is also easier to finance compared to building from the ground up.

When you purchase an existing self-storage facility, financing is typically easier than if you were to build a new facility. Banks are more likely to provide financing for existing facilities because they have a proven track record of generating revenue. You can usually finance up to 65% of the purchase price, which means you only need to provide a 35% down payment. This can significantly reduce your upfront costs and free up capital that can be used to improve the facility or invest in other areas.

In contrast, when building a self-storage facility from scratch, you will likely need to pay for the land and construction costs upfront. This can be a significant financial burden, especially when you consider that the facility may not produce any cash flow until construction is complete. You will need to cover the costs of land acquisition, permits, design, and construction, which can add up quickly.

Furthermore, the process of building a self-storage facility can be complicated and time-consuming. You may need to work with the municipality to get approvals, which can take months or even years. This means that you may need to wait for a long time before the facility starts producing any cash flow. In contrast, when you buy an existing self-storage facility, you can start earning money right away, which can help to recoup your investment and cover any financing costs.

To learn more watch our informative videos at [tiktok.com/@realestateinvsty](https://www.tiktok.com/@realestateinvsty)  
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ENERGY  
COSTS



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AET Group | Kitchener, ON



Ian Martin Group | Oakville, ON

For over 20 years NEDLAW has collaborated with visionary clients to create environments that are healthier, spaces that are breathtaking and buildings that are more energy efficient. Our living wall biofilters create health benefits for everyone and deliver measurable return on investment.

**Clean Air, Naturally**

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# Network of Industry Partnerships

Since 2007 we've built a robust network of real estate industry partnerships. We focus on serving Canadian property owners in Greater Toronto Area and Southern Ontario.

## Land Development

We provide qualifying, sophisticated investors, the opportunity to participate in the ownership of high return land development projects in Southern Ontario.

## Property Syndication

We offer qualifying investors, the opportunity to take part in the ownership of small-scale property development projects in Ontario, that would generally be beyond the reach of an individual investor.

## Project Management

We bring 15+ years of small-scale real estate project management experience and provide custom solutions and strategies to fit your real estate investment and property development objectives.





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