

The story behind the project

The project began from reflections of a group of four dynamic entrepreneurs who through the birth of their own businesses, experienced first-hand the challenges faced by entrepreneurs trying to find the resources needed to get their business ideas to market.

Angela Armstrong, Carissa Reiniger, Laura Schuler and Johanna MacDonald each wanted to find a way to share their experiences and give back to the entrepreneurial scene in Alberta so they developed the project they call: **Meet the Money - entrepreneurs helping entrepreneurs**. A project designed to help entrepreneurs access the financial and knowledge resources needed to launch their business concepts, in a complex market.

Angela and Carissa had worked together in the past and knew that while the passion and drive to succeed is in the heart of every entrepreneur, it is at odds with their ability to reliably obtain financial support in the early stages of the business. Entrepreneurs fall through the proverbial cracks in the financial world because they:

- are not sophisticated enough in their approaches to financial support,
- often lack business knowledge and savvy,
- do not understand the technical aspects of legal matters
- often can't formulate an effective business market proposition when it comes time to commercialize the concepts

Help is needed.

And that was when Angela and Carissa met two more likewise passionate and energetic individuals - Laura M. Schuler and Johanna MacDonald. They too had experienced similar challenges in the early stages of their own businesses. Together these four entrepreneurs conceptualized the project **Meet the Money - entrepreneurs helping entrepreneurs**.

"Succeeding", is what this group of entrepreneurs conceptualized. A way for other like-minded business-starters to get the help they needed. Through their respective businesses, they had the financial network and business building expertise to help entrepreneurs. Each brought year's of knowledge in their respective fields of expertise.

Angela Armstrong President of Prime Capital Consulting and Managing Director of Forest Leasing Inc, brought her network of financial associates to the table. Carissa Reiniger founder and president of Silver Lining LTD. brought her insights and expertise about overcoming the challenges in creating a business from scratch.

Laura M. Schuler partner in the law firm Trevoy LLP. specializes in entrepreneurial business (hyper link to business) and brought her legal expertise. Johanna MacDonald of Johanna MacDonald and Associates a public relations and strategic communications business completed the team of professionals bringing her expertise on communications.

Together these four businesses women - who all started their business adventures in Edmonton - are the heart of the project that will prepare the successful contenders to pitch their business idea to a panel of viable investors. Only 80 contenders will have the opportunity to enter the process. At the end, 10 will learn tips on how to develop their concept be groomed and coached on how to make their pitch to a panel of financial investors who are ready with up to \$50,000 to invest in the best idea.

Together, through their respective businesses, expertise and financial networks Angela, Carissa, Laura and Johanna are able and willing to help other entrepreneurs learn from their trials and tribulations and make their own dream come true.

To participate in the project visit the website for details and registration forms. www.meetthemoney.ca