



SUPPORTING
WOMEN ENTREPRENEURS
IN BC

Request for Proposal

IMPACT REPORT CREATION

April 15, 2024





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WeBC is seeking consultancy services to conduct impact research and create a report. In this project WeBC's services will be assessed by analyzing internal data, conducting surveys and interviews with clients and women entrepreneurs not affiliated with WeBC. The purpose of the project is to create an updated Impact Report that compares data to previous Impact Reports but also addresses new activities and contemporary needs.

Background

WeBC is a not-for-profit organization that has supported women business owners across BC for nearly three decades. Offering business loans and expertise, accessible training and resources, plus regionally-based mentors, we provide sustained support that women can access at every step in their business journey. Our holistic approach means we get to know the woman behind the business so we can connect her with the right networks, capital and resources to help her business grow and thrive.

In April 2023 WeBC has received continued funding from the Women Entrepreneurship Strategy (WES) Ecosystem Fund, as part of the Women Entrepreneurship Strategy. This funding supports our new "Capital, Community, Capacity (C3) Project," an initiative that enables us to continue to support the deliberate and sustained growth of women business owners. Working with our national partners, WeBC is expanding on our 29-year history to offer new programming as well as continue offering services such as skills development, business advising, mentoring, and network building.

Impact studies on WeBC's services have been conducted in the past, however no study has been conducted in the past 10 years. The purpose of this study is to create a new and updated Impact Report in order to compare WeBC's progress throughout the years.

Objectives

WeBC's strives to offer services and programs that are backed by data. Our programs address gaps in the ecosystem and designed to meet our clients' needs. Impact research help us to measure the



effectiveness of our services, identify gaps and needs and design appropriate programs and services to bridge these gaps.

Project scope

In this project we will study WeBC's impact in BC during the years 2019-2024. As a first step, referring to impact studies conducted in the past, we want to study trends in access to services and their impact on the businesses supported and BC economy.

Through surveys and interviews of current and past clients we would like to collect data on the effectiveness of our services and learn from non-WeBC clients BC based women entrepreneurs the reasons they do not seek support services from us. Collection of disaggregated data will play a key role in this project for understanding the needs and wants of groups and communities within the women entrepreneurship population in BC.

Over 3,800 clients have accessed our services last year alone and our current general email list is over 11,000. Therefore, the scale of this study should match our reach and we aim for a minimum of 1300 women entrepreneur participating in this study.

Moving beyond studying long term trends, we would like to study the needs and gaps in entrepreneurship support services and access to capital for specific groups including but not limited to new-comers, entrepreneurs in remote and rural communities and entrepreneurs approaching exit stages and in need for succession plans.

Project output is expected in the form of written report.

Timeline

Start date: May 2024

Submit report: January 2025

Timeline

Maximum budget: \$50,000 including tax

Proposal format

Please include the following components in your submission:

- Experience - Provide a brief summary of your experience and at least two examples of your experience with large scale data collection and analysis.
- Outline of the project work – Include how you will address:



- Approach and strategy
- Deliverables
- Resources required (by WeBC, your firm and/or additional contractors)
- Budget
- Anticipated schedule – A high-level look at how the timeline meets WeBC’s timeline requirements.

Submission requirements

- Proposals should be emailed to skillsdevelopment@we-bc.ca by April 30, 2024.
- Respondents will absorb all costs incurred in the preparation and presentation of their proposal.
- Please note: only proposals that address all requirements of the project will be considered.

Thank you in advance for your interest in this project!