



The | Indo
Canadian
Community

#ISUPPORT YOURBUSINESS BROCHURE

We are a platform connecting small businesses and startups from India and Canada. We link businesses to opportunities and information from both countries to empower and scale through meaningful collaborations and partnerships.



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MISSION

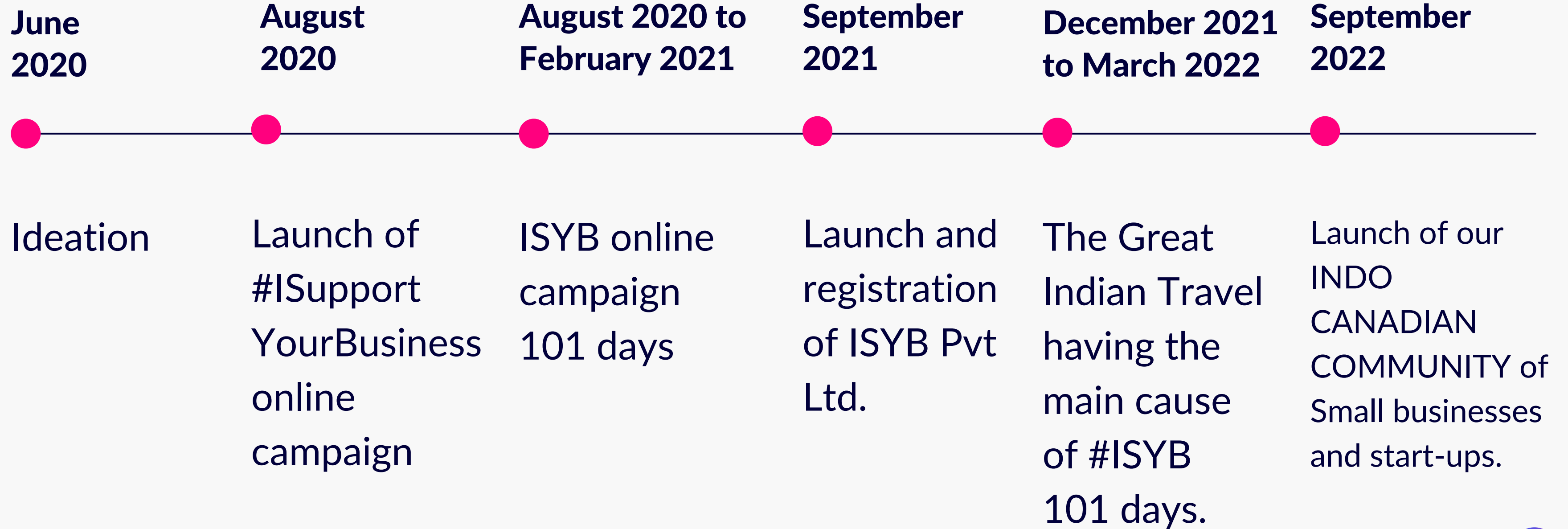
- To scale and empower businesses and startups in India and Canada
- To act as a catalyst for fruitful business connections
- To consult and handhold small businesses and startups to launch/expand into the Indian/North American markets by connecting them to service providers/stakeholders.





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THE JOURNEY





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THE JOURNEY

#I Support Your Business campaign

The Campaign Agenda

A simple experiment to see how we can GIVE and GIVE without any expectations. It was about supporting fellow small businesses and startups in Pan India

The thought

The campaign experimented with how people, businesses and organisations can believe in GIVING without expecting any returns.

Why the campaign

COVID and the lockdown were nightmares for any business, especially small businesses and startups. With a quick realization of the situation, there are others on the same boat as well. We wanted to do something at my/team's level for this community

The Instant Campaign

5 Instagrammers came together and partnered with each other. We collected photos, videos and logos from 101 Small Businesses and startups. The team made a 30-second AD video for each of them, and from 26th October, 2020 till 4th February, 2021, 101 days, every day one business was promoted. The other 100 supported it by liking, sharing and commenting on 4 platforms - Facebook, Instagram, Youtube and Twitter. We also went live with the brand each evening at 9 pm IST





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The Campaign Impact

A cumulative impression of 7.5 million, all ORGANIC with no PAID ADS, was achieved through supporting each other.

Current operations

We are running an INDO - CANADIAN community of Small Businesses and startups offering:

1. Access to information from Canada to India and vice versa
2. Access to business opportunities from Canada to India and vice versa.
3. A platform to collaborate and partner with each other in the community
4. Encourage business referrals in the community

THE JOURNEY

***#I Support Your
Business campaign***

Incorporation of I Support Your Business

I Support Your Business pvt ltd is a registered company and TM registered in India, with Rinky Vanmore and Kaustav Ghosh being the 2 directors of the company.





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Join us on our MEMBER FEATURE PRESENTATION



JAYESH

COMPANY NAME :
GENERATION360 MEDIA SOLUTIONS PRIVATE LIMITED



ON
9TH MARCH '23

10 to 11 am IST and 8th
March 8.30 to 9.30 pm PST
(Vancouver Time)

Only for registered ISYB
community members.

INDIA

C/269, Balaji Bhavan ,
sector-11, CBD Belapur,
Navi Mumbai

CANADA

5171 Gladstone St,
Vancouver,
BC Canada, V5P4C3

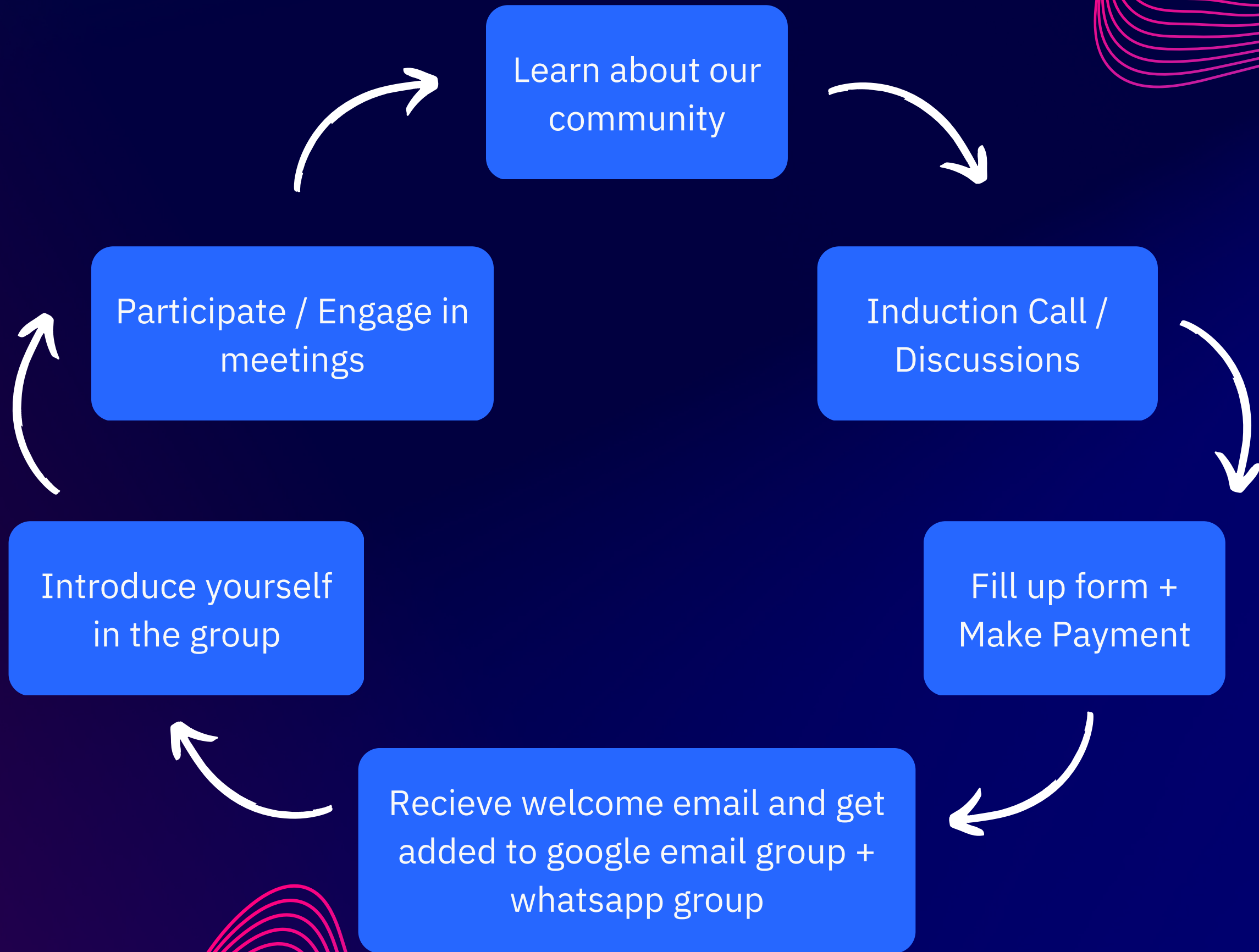




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THE INDO CANADIAN COMMUNITY

OUR PROCESS





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Benefits of being part of the **INDO CANADIAN COMMUNITY**

1

Weekly meetings on Thursday mornings in India and Wednesday evenings in Canada.

2

A platform to meet, network, socialise with like minded business owners

3

Fostering cross border and intra country collaborations and partnerships.

4

Marketing strategies to promote your brand on social media

5

1-1 consultancy to expand your business. (additional cost/barter)

6

Access to network with other global business groups.

7

More features getting added everyday as we speak.



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SOME FAQs for joining our I Support Your Business INDO - CANADIAN SMALL BUSINESSES AND STARTUPS COMMUNITY

1. Who can join the community?

Any small business/startup product/service based looking to grow with a community support and an access to the Indian and Canadian markets is more than welcome to join the community.

2. Why should I as a Small business/start-up join this community?

Any small business/startup apart from all its marketing efforts needs a community support to grow and realise it's true potential. By joining a community we not only want to gain but will be able to give back/contribute through our own knowledge, market analysis, network etc. So by giving back to the community you can gain a lot of respect from other community members. Also since it is a INDO CANADIAN COMMUNITY a lot of learn from business culture and learnings from both countries.



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SOME FAQs *for joining* *our* I Support Your Business INDO - CANADIAN SMALL BUSINESSES AND STARTUPS COMMUNITY

3. Any responsibilities to honor as a community member?

Community means to give and take. Of course, giving is completely voluntary. If you are interested, you can lead the community in its various roles. Also, you are encouraged to spread the word about the community in your network of Small businesses and startups in India and CANADA so that when they join, we get an opportunity to do inter-community referral and business as well.

4. What are my next steps to join?

The next step would be to ask your friend who shared this message to share our joining form. There is a small one time registration charges that we levy and the details of which are clearly mentioned on the form. Once you fill in the form there will be a 30 mins Google meet to understand you, your business and if both of us feel right, WE WELCOME YOU IN OUR COMMUNITY.



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SOME IMPORTANT LINKS

a. Our Facebook Group [\(click here\)](#).

b. Also an exciting event that we did with the Government of Canada, Procurement team hosted by our community [\(click here\)](#).

Our #ISupportYourBusiness concept video [\(click here\)](#).

Also PFB the links to the PAN INDIA ROAD TRIP CAMPAIGN we did to promote I Support Your Business - 101 days, 19300 kms, 28 states, 5 Union Territories and HONDA being our proud partner for the campaign.

1. The Great Indian travel - [\(click here\)](#).

2. HONDA The Great Indian Travel - [\(click here\)](#).



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For inquiries, contact us.

EMAIL

contact@isupportyourbusiness.com

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