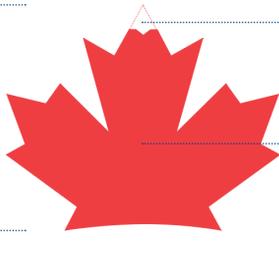


# SMALL BUSINESS IS BIG IN CANADA

Did you know that small and medium-sized businesses contribute more than half of Canada's gross domestic product? The Business Development Bank of Canada (BDC) is the only bank dedicated exclusively to entrepreneurs. Celebrate entrepreneurship during BDC Small Business Week #SBW2013 and help fuel our country's entrepreneurial spirit!

MORE THAN  
**1.1 MILLION**  
BUSINESSES



1.8%

**98.2%**  
of businesses have less than 100 employees

MICRO BUSINESS: 1-4 EMPLOYEES

SMALL BUSINESS: 5-99 EMPLOYEES

MEDIUM BUSINESS: 100-499 EMPLOYEES

LARGE BUSINESS: 500+ EMPLOYEES

## 835,100 ENTREPRENEURS

**1 IN 10**  
CANADIANS OWN A BUSINESS

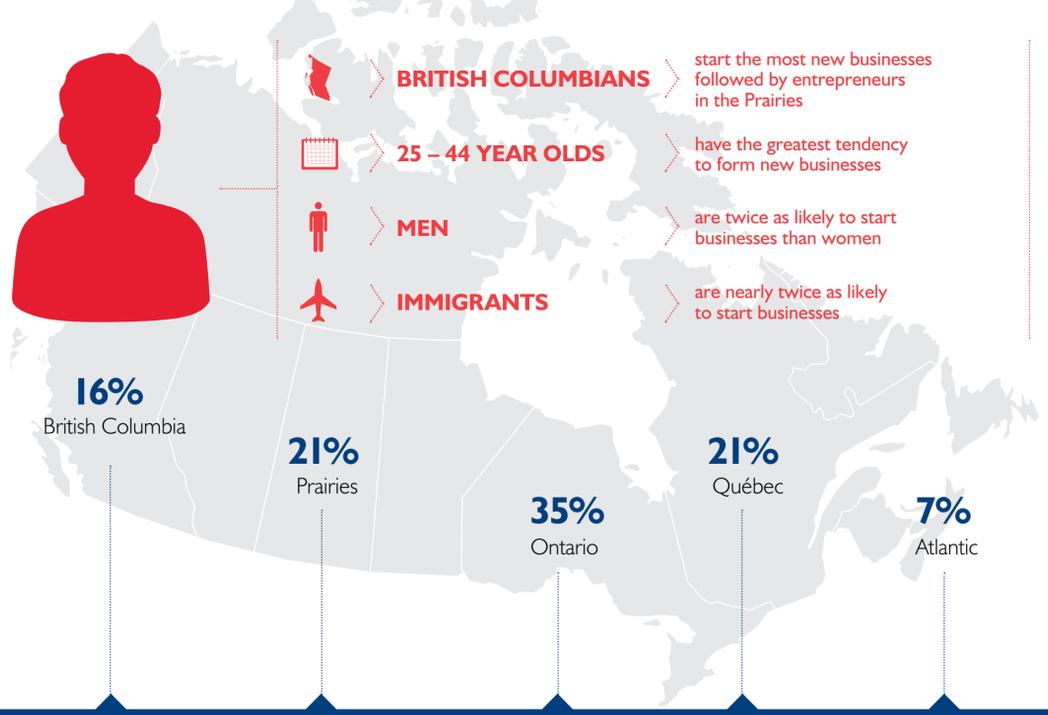


**WOMEN LEAD OVER A THIRD**  
OF THE COUNTRY'S SMALL AND  
MEDIUM-SIZED BUSINESSES



IN 2011, 43,200 BECAME SELF-EMPLOYED AND HIRED EMPLOYEES

## THE MOST ENTREPRENEURIAL ARE...



WHERE THE SMALL AND MEDIUM-SIZED FIRMS FLOURISH

## ENTREPRENEURS BY THE NUMBERS

**TOP 5**

INDUSTRIES ATTRACTING NEW ENTREPRENEURS

1

CONSTRUCTION

2

ACCOMMODATION AND FOOD SERVICES

3

BUSINESS SERVICES

4

WHOLESALE AND RETAIL TRADE

5

HEALTHCARE AND SOCIAL ASSISTANCE

## INDUSTRIES WITH THE LARGEST SME DISTRIBUTION

11.3%



6.7%



17.1%



13%



8.7%



## FINANCING IS KEY TO GROWTH



**70%**

OF YOUNG ENTREPRENEURS (18 - 34 YRS) IDENTIFIED ACCESS TO FINANCING AS KEY TO THEIR SUCCESS.

APPROVAL RATES HAVE INCREASED

**14%↑**

FINANCING



CONSULTING SERVICES



HIGHER SALES GROWTH, PRODUCTIVITY GROWTH AND SURVIVAL RATE.

## SUCCESS AHEAD

## MAP YOUR FUTURE GROWTH

1

2

3

### INVESTING IN TECHNOLOGY



TECHNOLOGY HOLDS THE KEY TO SUCCESS.

**Only 60%** of small businesses plan to invest in technology, but when they do:

**83%** obtain a positive return on technology spent through productivity gains, higher efficiency and improved competitiveness.

### DEVELOPING AN ONLINE PRESENCE



CANADIANS ARE ONLINE BUT SMES ARE NOT.

**Only 18%** of small businesses are selling online, yet:

**80%** of Canadians research online before buying; **50%** have a smartphone; and **51%** shop online.

### EXPANSION THROUGH EXPORTING



SEIZE THE OPPORTUNITY ABROAD.

**86%** of exporting companies have more than 100 employees.

Canada's mid-sized firms represent less than **1%** of the total number of firms and generate **17%** of the value of our exports.

Sources: CEFRIO; Statistics Canada; Business Development Bank of Canada (BDC); Fondation de l'entrepreneuriat; Industry Canada.

For 34 years, the Business Development Bank of Canada has organized BDC Small Business Week™ to bring thousands of entrepreneurs together at conferences, luncheons and trade fairs across the country.

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BDC Entrepreneur

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Canada

**BDC**  
Entrepreneurs first