

Summer Company DIRECTORY

2023



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Mayor's Message



The City of Vaughan is committed to strengthening our position as an economic leader in the GTA. Vaughan is the economic engine of York Region and home to more than 19,500 businesses, 87 per cent of which have fewer than 20 employees. Small businesses are the backbone of our economy, and we need to ensure they have what they need to grow and thrive.

Through the Vaughan Business and Entrepreneurship Centre, the City offers excellent resources, including advisory consultations, workshops, networking opportunities and more for all the entrepreneurs and business owners who continue to play a meaningful role in Vaughan's transformational journey.

The City is pleased to continue offering its annual Summer Company program, which gives young entrepreneurs the tools to start their own companies with hands-on coaching from local leaders and an opportunity to receive a provincial grant of up to \$3,000 toward startup expenses and operating costs. Since 2002, the program has supported hundreds of students as they started or expanded their businesses. From automotive detailing and clothing design to landscaping and film, youth in Vaughan are charting their own path to success.

These incredible young leaders are the innovators, moguls and employers of tomorrow. Their entrepreneurial spirit defines our thriving business community and ensures our city's future is in good hands.

STEVEN DEL DUCA
Mayor, City of Vaughan

2022 Summer Company Recap

97 Summer Company student applications received by the City

11 new businesses started

12 new summer jobs created

9 students considering entrepreneurship as a career option

An average of

\$3,000

in revenue generated per business between June and September



2022 Success Stories

COBY'S SWIM ACADEMY

Coby Sadeh started his business, **Coby's Swim Academy**, to encourage confidence in and motivate young swimmers. Coby's Swim Academy offers advanced leadership certifications, first aid courses, swimming lessons and lifeguarding services. Coby has always been passionate about teaching swimming and finds it very rewarding to see his clients accomplish their goals in the pool.

Throughout Summer Company, Coby served more than 60 clients. His advice to other aspiring entrepreneurs? When starting a business, find a niche you are passionate about. Without excitement and drive for your work, it is impossible to succeed.

The Summer Company program equipped Coby with the knowledge and mentorship to get his business off the ground. When asked about his learning experience, Coby said he learned "how to market strategically, communicate with clients effectively and build connections with fellow business leaders."

In fall 2022, Coby started his first year at Toronto Metropolitan University studying Business Management. He is looking forward to expanding his services by working towards becoming both a National Lifeguard Instructor and an Instructor Trainer. When asked about his future plans for the business, Coby said he is hoping to offer a lot more classes next summer and eventually onboard staff members.



Coby Sadeh

STYLE SUITE

Alyssa Stellato founded **Style Suite**, a Greater Toronto Area-based styling service that offers in-person and virtual consultations. Alyssa styles clients for their social media content, press appearances or industry events. Style Suite employs a personable approach to meeting their client's stylistic preferences that focuses on enhancing their confidence and comfort.

Through Summer Company, Alyssa was able to attend a digital marketing workshop that helped develop her knowledge of aesthetic marketing and industry trends. This further motivated Alyssa to work on her digital presence in association with Style Suite. As of August 2022, Alyssa has grown her Instagram account to more than 5,000 followers and has received more than 100,000 views on TikTok. Her social media presence has become an asset to Style Suite, allowing the business to experience consistent growth over the summer of 2022.

What was Alyssa's biggest surprise learning? Though entrepreneurship is a very rewarding field, it can also be challenging. Alyssa said, "No matter how difficult things might get, every obstacle is important to your journey. It is vital to learn from your mistakes and keep pushing forward." Alyssa's perseverance and hard work have been key factors in the success of her business.

In fall 2022, Alyssa returned to Toronto Metropolitan University to complete her Bachelor of Design in Fashion Communications. She is excited to continue working on her business and styling individuals in the music, fashion and entertainment industries.

Alyssa Stellato



SUMMER COMPANY STUDENTS

Wasib Dheendsa

ECOCLEAN POWER WASH



EcoClean Power Wash is a sustainable and eco-friendly power washing company. The company's focus is on restoring and maintaining a clean and healthy property through power washing exterior features of the home, including driveways, decks, windows and more.

While researching power washing and home exterior cleaning, Wasib learned most companies use harmful commercial-grade bleaches on residential properties that negatively impact the environment and the surrounding ecosystem. EcoClean Power Wash solves this by using only 100 per cent biodegradable bleaches that perform the job as effectively as others, without worrying about their environmental impact. This eco-friendly vision and commitment to environmental sustainability set EcoClean Power Wash apart from other power washing companies.

Wasib Dheendsa is currently studying Kinesiology and Health Science at York University and will head into his second year this fall. He enjoys playing sports with friends, travelling, learning new skills, reading about innovations and volunteering in his local community as a youth group leader. He is always looking for inspiration to come up with unique ideas and move forward in the world of entrepreneurship and hopes to pursue an entrepreneurial role in healthcare and physical therapy.

Reshmi Dookhie

ONE DRIVE CINEMA



One Drive Cinema is a videography business that captures clients' special events and transforms them into personalized compact videos at a cost-effective price.

The company works closely with clients, offering consultations before the event to gain insight into the client's individual desires and find creative ways to help them come to life. One Drive Cinema prides itself in offering services with quality, connection and originality.

In the fall of 2023, Reshmi will enter grade 11 at Tommy Douglas Secondary School. Reshmi is passionate about filmmaking and desires to pursue a career in film production as a cinematographer. In the coming school year, she will begin her co-op program in film production. Outside of film, Reshmi actively participates in tennis tournaments around the city.

SUMMER COMPANY STUDENTS

Francesco Figliano

RAVINEVIEW RESEARCH



Ravineview Research is a research firm specializing in delivering comprehensive analysis and insights to family offices and other asset managers. Ravineview Research focuses on ensuring its clients receive exceptional and tailored information to meet their specific investment objectives and goes the extra mile to provide unparalleled service to its clients. Ravineview Research empowers asset managers to optimize their investment

strategies and seize opportunities across the financial markets by leveraging exclusive data sets and offering expert analysis.

In the fall of 2023, Francesco Figliano will enter his third year at Toronto Metropolitan University, majoring in economics and applied mathematics. Besides work and school, Francesco enjoys playing basketball, weight training and reading.

Aliaksandr Kurets

AUTOMOTIVE DETAILING ON THE GO



Automotive Detailing On The Go began as a passion project. The business combines Aliaksandr's love for the automotive industry with his passion for helping others. During his high school automotive class, Aliaksandr learned he greatly enjoys servicing and detailing vehicles for the experiential learning opportunities and the satisfaction of a job well done. Automotive Detailing On The Go hopes to provide that same satisfaction to

each of its customers through high-quality detailing services and exceptional customer service. Through the Summer Company program, Aliaksandr hopes to gain more knowledge about running a small business, find customers and build connections to help him reach his business goals.

Aliaksandr Kurets is a grade 12 student at St. Elizabeth Catholic High School. He plans to attend post-secondary education with a focus on business. His hobbies include running, swimming, cycling and driving vehicles.

SUMMER COMPANY STUDENTS

Edan Kwon

TAEGEUK LANGUAGE ACADEMY



Taegeuk Language Academy is a tutoring service offering language lessons in English, Korean, Chinese (Mandarin) and French to students entering grades 4 to 11. The business is run in a hybrid model, with online classes offered through Zoom and in-person lessons offered in public facilities such as libraries. Taegeuk Language Academy strives to provide quality content in an interactive and fun environment that allows students to immerse

themselves in the culture of languages. Taegeuk Language Academy's instructors are all international baccalaureate students that have rigorously worked and strived to complete language courses, allowing them to be more empathetic with the students and teach unique vocabulary and trends in each language that fit modern society. For example, in their Korean class, they host a session solely focused on the lyrics and scripts of K-pop, K-drama and Korean movies to teach students modern Korean with a twist of slang, metaphors, idioms and more.

In fall 2023, Edan Kwon will enter grade 12 in the international baccalaureate program at St. Robert Catholic High School. He intends to pursue business or engineering in his undergraduate studies and later complete a master's degree in law. Edan loves to play basketball, travel, read and hang out with his friends in his free time.

Victoria Leoni

STEM INSTITUTE



Victoria Leoni was inspired to start **STEM Institute** after years of tutoring and education experience with children in the community. STEM Institute is a six-week academic summer camp program for elementary school grade levels, focusing on science, technology, engineering and mathematics (STEM). It is a full-day camp offering a half day of education, which will include coding activities, math projects,

science experiments and more, and a half day of fun camp activities, such as crafts, dance, sports, and more. STEM Institute is designed to introduce kids to the exciting world of science, technology, engineering and mathematics to expand their minds in a fun and engaging way. Working with peers and teachers through exciting games, projects and movements, STEM Institute bridges together learning with the joys of summer camp.

Victoria was inspired to create STEM Institute after she noticed a high demand for mathematics tutoring following the COVID-19 pandemic and the revisions made to the Ontario mathematics curriculum. As a math major and aspiring educator, she found an opportunity to support students and families in this area.

Victoria credits the advice, guidance and support she received through the Summer Company Program for making her summer program a possibility. She is thankful for the crucial advice and guidance she received through the program and the ongoing support.

SUMMER COMPANY STUDENTS

Luis Lozano

LA PAINTING CO.



LA Painting Co. began building its foundation in October 2022. In February 2023, the company launched its first marketing campaign with door-to-door lead generation to find its initial clients. With new clients in hand, LA Painting Co. established a business relationship with a fellow entrepreneur in the window cleaning business and began sharing leads and clients by mutually promoting each other's businesses to help increase lead flow.

LA Painting Co. recently hired its first painting crews and a group of ambitious door-to-door salespeople. Combining these efforts, LA Painting Co. has stabilized lead flows by optimizing different sources as it continues to grow.

Luis is no stranger to entrepreneurship, having established a car detailing business in early 2022. Inspired by a friend who had established their own painting business and with the help of a mentor, Luis' entrepreneurial spirit was sparked to create LA Painting Co. His business continues to grow and he is looking forward to growing, expanding and satisfying new customers.

Michelle Lu

MADE BY MELLEZ



Made by Mellez is an environmentally conscious company that encourages slow fashion in a world where the fast fashion industry – and its negative environmental impacts – is growing exponentially. Made by Mellez uses merino wool to make 100 per cent handmade crocheted tops and cotton yarn to make trendy and sustainable reusable bags. Made by Mellez aims to educate consumers about how it is possible to purchase unique,

environmentally sustainable clothes at reasonable prices.

In fall 2023, Michelle will return to Maple High School for their international baccalaureate program. She is passionate about psychology and forensic sciences and wishes to pursue these topics in her future studies. In her free time, she loves to read, bake and go on hikes.

SUMMER COMPANY STUDENTS

Saad Malik

SM WOOD CARVINGS



SM Wood Carvings offers handmade wood carvings and carpentry products. From high-quality gifts and décor to functional items around the house – SM Wood Carvings does it all. Saad's business stands out from other woodworking businesses thanks to his customer service experience – offering high-quality work to ensure customer satisfaction is at the core of the business.

Saad Malik will enter grade 12 in the fall of 2023. In his spare time, he enjoys biking, gaming and adding to his portfolio for a future university application. After Saad graduates from Tommy Douglas Secondary School, he wants to pursue his dream of becoming an architect led by his passion for creativity and design.

Maxim Shechtman

MAX'S WINDOW CLEANING



Maxim Shechtman started **Max's Window Cleaning** to help home and business owners maintain clean windows every year. Max's company differentiated itself using superior customer service techniques, high-quality service delivery and job scheduling. Max leveraged his sales and marketing experience to build the business to the point of consistent orders within two weeks.

Max's Window Cleaning cleans approximately 100 homes a month. With the help of an employee, Max predicts volume could increase 100 per cent.

Max is a second-year student at Toronto Metropolitan University in the business management program majoring in economics, with a minor in accounting.

SUMMER COMPANY STUDENTS

Simona Verre

SIMI'S LIFESAVING SQUAD



Simi's Lifesaving Squad is an affiliate member of the Lifesaving Society of Ontario and has a unique approach to the delivery of aquatic programs. As opposed to the typical class size of 12 to 16 candidates in a first aid and aquatic leadership course, most of Simi's Lifesaving Squad's courses have a maximum of four students in a class. With a semi-private experience instilled into each course, candidates can see accelerated

progress and have more one-on-one time with their instructor. Simi's Lifesaving Squad also offers flexible delivery options, including online courses.

Simona Verre is a Lifesaving Society Instructor and Examiner passionate about mentoring individuals as they become lifesavers, instructors and first aiders. She enjoys teaching the Lifesaving Society's Aquatic Management Training programs, especially the Aquatic Supervisor courses. Simona is currently in the process of becoming an Instructor Trainer, and she continues to take courses for ongoing professional development. In fall 2023, Simona will enter her second year of nursing school at York University. She plans to continue to run this business while working as a registered nurse.





Niagara University: Summer Company Training Partner

Niagara University (NU), a private Catholic University, was established by members of the Vincentian order in Lewiston, New York, in 1856. The oldest of three Vincentian institutions in the United States, the programs provide students with highly credentialed faculty and small class sizes to develop graduates who are prepared for positions of responsibility in a way that embodies the vision of St. Vincent DePaul's compassion towards the poor and oppressed.

In 1984, NU became the first New York institution to offer its master of educational leadership under ministerial consent. Since then, it has graduated principals, superintendents and directors of education, members of provincial ministries and accrediting bodies that have served across the province. In 2007, NU responded to Ontario's teacher shortage by expanding its offerings to include a bachelor of professional studies in education program, which is accredited by the Ontario College of Teachers and offered under the consent of the Minister of Colleges and Universities. To date, this program has graduated more than 2,000 teachers.

The move to Vaughan, Ontario, in 2019 consolidated NU's programs in education into a single site. Later that year, NU received ministerial consent to offer three new graduate programs to meet the community's needs. These included a master of science in information security and digital forensics, a master of business administration and a master of science in finance that prepares students for the highly technical and highly regulated world of international finance. NU's Faculty of Business Administration is accredited by the Association to Advance Collegiate Schools of Business (AACSB) – a designation attained by just five per cent of the world's business schools. This is achieved with a faculty dedicated to teaching excellence and publishing in internationally recognized journals, close connections with the business community, and a commitment to its mission.

As of 2022, NU is embarking on a new international student strategy. This approach aims to provide academic excellence to international students and assist them in their eventual residency pursuit in Vaughan through internships and other work opportunities. In addition, NU is currently developing two new academic programs for their Vaughan campus, including a master of criminal justice and a master of emergency and disaster management. Both programs are set to launch in 2024 upon receiving ministerial consent. In other exciting news, NU is doubling its physical footprint in Vaughan. In addition to serving as an academic institution, NU hopes to become a community hub for various events and business needs.

NU is proud to be in Vaughan and enact its mission by serving the community's needs. Through their pandemic speaker series, working with the Vaughan Chamber of Commerce and collaboration with the City of Vaughan on the Summer Company program, NU is contributing to developing the next generation of entrepreneurs and business leaders. For this year's Summer Company program, NU is facilitating university-level business workshops on customer relationship building, growth marketing and the fundamentals of business finance. At the end of the summer, each student will receive a certificate of completion from NU, recognizing their accomplishments over the summer.





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