
Community of Practice for Caribbean Immigrant Entrepreneurs

COMMUNITY of
PRACTICE (CoP)
+

MeetUP

*Let's do it! Share, research, work and grow
high performing businesses!*

updated brochure

Community of Practice for Caribbean Immigrant Entrepreneurs



High performance
Caribbean Entrepreneurs' Ring

\$\$\$

Worldwide Caribbean
Diaspora Markets

The Community of Practice for Caribbean Immigrant Entrepreneurs (High Performance Caribbean Entrepreneurs' Ring) started out as Meetups plus Community of Practice on paper, but was always designed to be more of a CoP with something extra— a marketplace, and active centre of learning.

We have adjusted our imagines and messages to more accurately reflect that.

Though housed in a Facebook Group, the Community of Practice for Caribbean Immigrant Entrepreneurs (CoP) is not a regular Facebook Group. The platform facilitates our day-to-day meeting and networking needs; and that serves our purposes perfectly for a number of reasons that you will experience for yourself when you join the CoP.

knowledge sharing, market, and research hub— at the core of the CoP are relationships of trust, information sharing, active research, dissemination of research findings, bridges to markets, creation of new market spaces, promotion of entrepreneurs and their stories for Caribbean Immigrant Entrepreneurs and Entrepreneurs with Caribbean Roots in all of the Region's Diaspora Markets.

It is a coming together for learning, sharing, collaborating, selling, knowledge building, resource mobilization, and skills share in the area of Caribbean Entrepreneurship and success strategies for our immigrant entrepreneurs.

Among the outcomes of the CoP are improved financial results and growth of member networks, increased levels of robust, and realistic market research among members. But those are just some of the outcomes that we will deliver.

At a higher level we will increase research on the pathways, and processes for growing successful Caribbean Immigrant businesses in host countries in Europe, North America, Asia, the Pacific, and Africa. Policy makers, cities, entrepreneurs support entities, and professionals will definitely benefit from the insights gained.

The Caribbean entrepreneurial experience will be boosted; and the levels of trust and collaboration among members, researchers, and other support partners will certainly help us to growth our businesses within our communities worldwide. All other groups have relied on their communities to grow their businesses and it is time for us to catch up.

High Performance Caribbean Entrepreneur's Ring



US\$500,000+

While you are encouraged to promote your business and services in the CoP, participation in discussions, research, workshops, and sharing of advice and tips are a must for maintaining your membership in the group. Give generously and receive generously.

We have been building models of business growth, and for strengthening the capacities of our entrepreneurs on the findings of research done for other communities with more entrepreneurial experience than us. It is time to change that to generate insights needed to develop right solutions for us. The CoP is open to new members, partners, and leadership team members.



Founding sponsor, Magate Wildhorse Ltd.

Being the hero is not our ambition, join us in owning change, and the CoP.

Community of Practice for Caribbean Immigrant Entrepreneurs



Online face-to-face
meetups
Research
Knowledge Trust
Conference
Downtown GTA
meetups

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High performance
Caribbean Entrepreneurs' Ring
Worldwide Caribbean
Diaspora Markets

A B2B Networking, learning, practice, advertising, market, entrepreneurship, and market research group for Caribbean-Canadian and other Caribbean entrepreneurs in the diaspora.

Caribbean immigrants are among the least likely to start businesses irrespective of the country to which they emigrate. Most Caribbean businesses in the Diaspora fall in the micro to small business categories irrespective of geographical location—a change is overdue.

I believe entrepreneurship should be desirable, viable and feasible for the Jamaican and Caribbean immigrant.

Let's do it! Share, research, work and grow high performing businesses!

Join us if you would love to:

- Meet, build trust, and learn from entrepreneurs in the Diaspora;
- Get on the path to growing your business income to US\$ 500,000 + or to sustain it above that level;
- Publish or gain publicity for your business;
- Be part of a Caribbean talent, product and services market, and test research hub;
- Find an audience for your presentations or publications
- Advertise your services in Canada and other Caribbean diaspora markets;
- Benefits from the insights gain through research into the processes and pathways to successful Caribbean Immigrant businesses;
- Attend tradeshow and exhibitions in a group and at group rates;
- Discuss and get help with strategy execution, marketing, market and strategy development challenges; and
- Grow a high-performance business.



Who Should Join

GTA Live MeetUPs, last Saturdays Downtown Toronto,
Venue: to be rotated among 2 restaurants and other
space.

This group is for you if, you lead or strive to lead a high performing business in the Greater Toronto Area (GTA), or is based in the GTA and serve current or emerging Diaspora markets of the Caribbean. More than a MeetUp the Ring a **Community of Practice (COP), with a market.**

LinkedIn and Facebook Groups enhanced by live monthly and quarterly Online face-to-face meetups.

This group is for you if, you lead or strive to lead a high performing business in Canada, including the Greater Toronto Area (GTA) or elsewhere in a Caribbean Diaspora market (current or emerging, USA, UK, France, Netherlands, Asia, Germany for example).

Caribbean entrepreneurs in other Caribbean countries besides their country of origin are also welcome to join.

Where

GTA Live: Downtown Core (Venue to be Rotated, *Toronto*)

GTA & Wider Diaspora



<https://goo.gl/AnhZuE>



<https://goo.gl/gu2kdz>



Zoom web conferencing for online face-to-face

Main MeetUp hub, research, marketing, and connection point— Facebook group home

**Community of Practice
for Caribbean Immigrant
Entrepreneurs**

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Worldwide Caribbean
Diaspora Markets

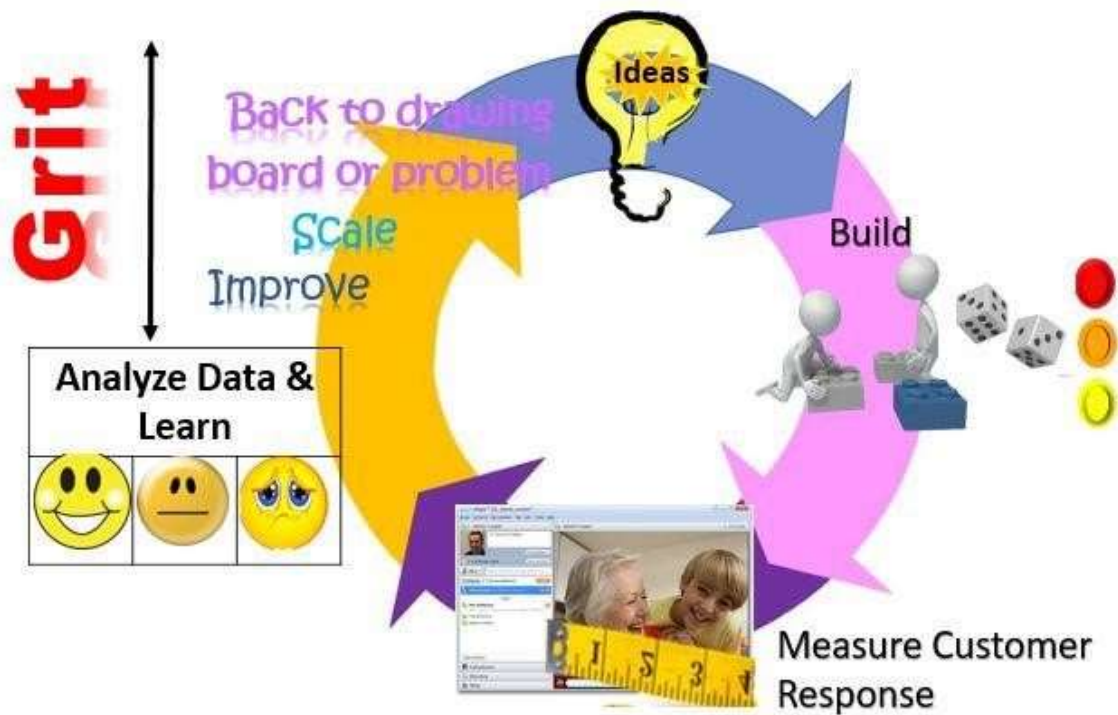
The banner features a globe with a network of white lines connecting various points across the continents, set against a dark blue background.

<https://goo.gl/AnhZuE>



How We'll Do It

1. Provide a network for sharing opportunities and knowledge
2. Serve as an audience for testing product and service concepts or sounding board for test shipments
3. Form a ready pool of professionals with whom others can collaborate or partner for service delivery
4. Help each other get our content in front of new and potential markets (Real life and on social media)
5. Reach out to and visit with newcomers or entrepreneurs visiting your city (Meet in public spaces, safety is always the first priority, if possible meet as a group, announce your meeting in the Ring)
6. Contribute a few minutes to helping each other by taking a survey, attending a webinar or event, attending a focus group, reading and commenting on a paper or video etc.
7. Share calls for proposals
8. Advertise your services and products so we can support each other
9. Encourage research and publishing
10. Share professional development opportunities, speaking engagements etc.
11. Make the virtual and face-to-face meetings for getting to know each other and to build trust
12. Volunteer and shine (Swap talent for each other's businesses)
13. The Conference



Our Ideal Member

1. Our ideal member operates a business that aims to earn US \$500,000 per annum or more or is currently a medium sized or big business;
2. You understand the need to participate in market research being conducted by other members;
3. Is in search of partners, collaborators, clients/customers; mentors or mentees;
4. Is hungry and committed to establishing your credibility as a business leader;
5. Is committed to helping each other to succeed in business;
6. Is interested in playing a role in improving the results, status and image of Caribbean-Canadian businesses and Caribbean businesses in other Diaspora Markets;
7. Is committed to participating in one of our monthly face-to-face meetings (Downtown Toronto) and/ our, monthly, quarterly face-to-face online events;
8. Joins and shares actively in the Facebook Group;
9. Participates in member coordinated or facilitated events; and
10. Follows protocol for requesting and hosting member event.

Members who participate actively in this group for six months or more receive 6 months free-trial to The Noësis test and scale hub.

How and What We Share

Typical activities

1. Monthly face-to-face in person meetings Downtown (Online for entrepreneurs outside of Canada or the GTA).
2. Serve as an audience for testing products and services;
3. Quarterly online face-to-face meetings for new members;
4. Ad hoc virtual meetings or hangouts for networking, market research, product or service (Or concept feedback);
5. Meetings for relationship building (Getting to know you), other business meetings, focus groups;
6. Member product testing webinars or videos, surveys, interviews, questions & answers;
7. New in town acquaintances, one-on-one connections for private business meetings;
8. Sharing of business tips, deals, events, discussion of publication topics, sharing of publications etc., (Intellectual property must be respected);
9. Recruitment of potential contributors to The Noësis: MWildhorse Strategy and Performance Magazine;
10. Sharing of business know-how (Strategy, marketing, performance management, sales, technical issues, getting in the door);
11. Shameless, respectful, and properly packaged self promotional pieces for businesses;
12. Sharing member business audiences and re-shares on social media;
13. Sharing of professional and business opportunities.
14. Group business trips to exhibitions or tradeshow overseas



US\$500,000+

Meetings & Activity Schedule



March 2018

Now accepting new members, partners, & sponsors!

First Monthly Meetings

GTA Face-to-Face Meeting

GTA Live: Downtown Core (Deer Park Library, Toronto)

Saturday, March 31, 2018

Time: 11:30 – 1:30 PM

See Facebook Group for Agenda

Caribbean Diaspora Face-to-Face Meeting

GTA & Wider Diaspora

Tuesday, March 13, 2018

Time: 6:30 PM – 8:30 PM

Strategy update meeting: September 2018

See Facebook Group for Meeting Link & Agenda



<https://goo.gl/AnhZuE>

Other

- Executing Strategy and Resource Constraints, Focus Group: <https://goo.gl/4ofGAX>
- Call for Papers: <https://goo.gl/yb2cfJ>



US\$500,000+

+ COMMUNITY OF PRACTICE (COP)

Magate Wildhorse 

High Performance Caribbean Entrepreneur's Ring



US\$500,000+

Contact us

For more information join the Ring on Facebook

<https://goo.gl/AnhZuE>

or

Email: magatewildhorse@gmail.com