







Evaluation of Futurpreneur Canada

Audit and Evaluation Branch
Senior Management Committee – March 2024

Management Response and Action Plan

The findings and recommendations for the Evaluation of Futurpreneur Canada were provided to the Small Business, Tourism and Marketplace Services sector at ISED. Management has been consulted and agrees with the findings included in this report and will take action to address all applicable recommendations by March 31, 2025.

 Recommendation	 Planned Action on the Recommendation	 Responsible Official	 Target Completion
Recommendation 1: ISED Small Business, Tourism and Marketplace Services sector should work with FC to explore ways to enhance and support its mentorship program to improve mentor-mentee matching and particularly address the unique needs of Black and Indigenous People of Colour (BIPOC) young entrepreneurs.	Small Business, Tourism and Marketplace Services Position: The Small Business, Tourism and Marketplace Services Sector agrees with the recommendation. The Sector acknowledges the need to enhance and support the mentor-mentee matching within the mentorship program, particularly to address the unique needs of Black, Indigenous and Other People of Colour (BIPOC) young entrepreneurs and will work with FC to explore and implement improvements. FC has already taken steps that will help address the recommendation, including implementing automated check-ins with mentors and entrepreneurs in December 2021, piloting a Mentor Advisory Group to advise FC on the mentorship program, ongoing recruitment of BIPOC mentors, and is in the process of developing a new Client and Mentor Portal and exploring the potential for algorithm-enhanced mentor matching. FC will continue this work and take further steps as needed to address the recommendation. Small Business, Tourism and Marketplace Services Management Response: SBTMS will continue to work with FC as it implements the Action Plan to assess progress towards improvements to the mentorship program addressing the recommendation. Included in the following slides is the deliverable that FC will work towards achieving to address the recommendation outcome, including a timeline for completion and the expected outcome.	Director General, Small Business Branch	







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