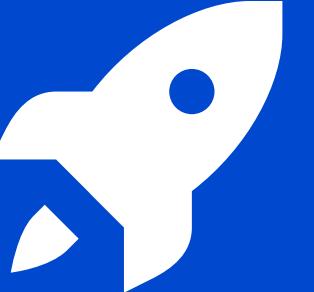


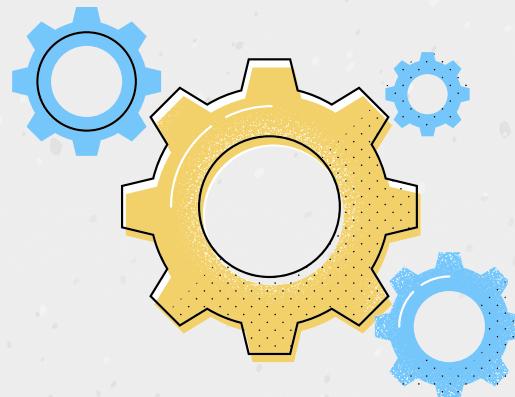
# RBC Uplift



Bringing together RBC employees who are looking for volunteer opportunities and small business owners (RBC clients) who are looking for a professional advise to grow and maintain their business



Team 06  
AmpHacks 2020



# Opportunities

The pain points for small businesses owners in Canada

## Finding the right advice.

Finding the best people to provide mentorship and support for a small business could be a challenging task for entrepreneurs.



# COVID-19 Implications

Small businesses are financially fragile, and with the loss of sales due to COVID-19 closures, free-of-cost mentorship could be extremely beneficial in helping them stay open and bounce back post-pandemic.



Small businesses were more likely to report that their revenues from Q1-2020 were down by 20% or more from Q1-2019  
(StatCan)

Around 1 in 7 small companies said they are considering bankruptcy or winding down operations as a result of COVID-19  
(Canadian Federation of Independent Business)

# Meet Rob

Small Business Owner

## Small Business Owner

Rob is the owner of a new cafe in Toronto and is struggling with attracting new customers, especially during the pandemic.

Rob decides to seek expert advice in the area of social media marketing and visits the RBC Uplift website to find the best person to provide advice and support him.



# This is Lucy.

RBC Employee



## RBC Employee

Lucy works within the Digital Marketing and Sales department at RBC and is looking for opportunities to give back to her community and grow her mentorship skills in her free time.

She hears about this initiative through RBC Connect and signs up on the Uplift website to find opportunities she could be a good fit for.

Lucy can connect with Rob and help him in building a social media presence for his cafe by utilizing her skills and experience.



# RBC: Helping communities thrive and communities prosper.

Corporation



## RBC Corporation

RBC has a large network of experts in their respective fields and a culture of giving back, especially during these difficult times.

They can offer exclusive benefits to their clients by connecting small business owners with subject matter experts at RBC and providing 1-on-1 mentorship.

It can also help management and HR to identify valuable employees and retain them through incentives, as well as fostering a company culture of giving back.

# Product Demo

RBC Uplift Free Coaching for RBC Small Business Owners

About

Welcome to RBC Uplift!

Volunteer RBC Subject Matter Experts give advice to RBC Small Business Owners



# Stakeholder Benefits

## FOR RBC:

- Incentivize entrepreneurs to do business with RBC
- Foster a company culture of volunteerism

## FOR SMALL BUSINESS OWNERS:

- Get specialized mentorship from an expert in the field at no cost in order to help grow and maintain their business

## FOR RBC EMPLOYEES:

- Benefit from unique incentives from RBC
- Enable connections between commercial account managers to gain new clients

# Implementation Plan

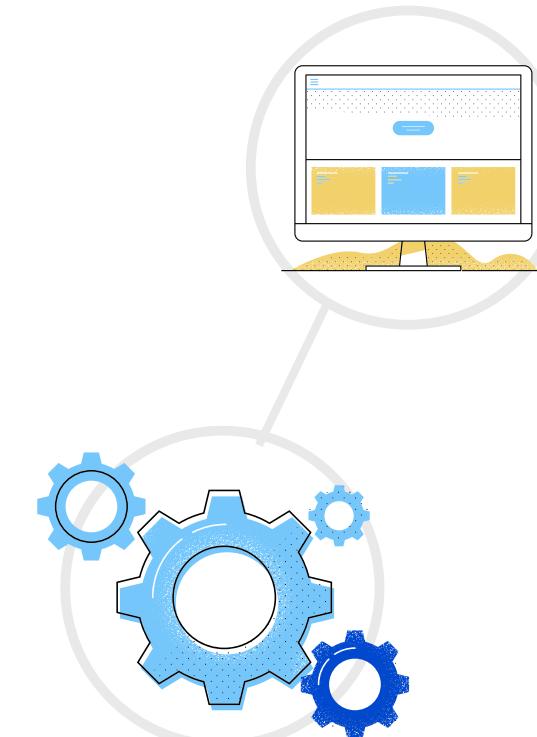
## Step 1

Develop and test web application

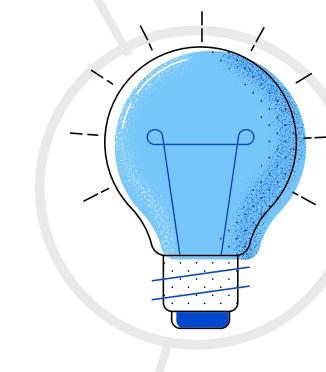


## Step 2

Launch initiative to stakeholders during Employee Giving Campaign



Target Number of Mentor Sign-Ups: 150



## Step 3

Measure success and tweak program based on feedback and results



# The Future of RBC Uplift



Discussion Forum



Networking Events



Build Connections



# The Team



**Ishan Sharma**

Software Engineer

**Rija Asif**

Electrical Engineer



**Sarvesh Badhwar**

Business Systems Analyst

**Shannon Lim**

Software Development and Network Engineer

