

How to Get their Money

Ro[S]B magazine helps entrepreneurs tap into venture capital investors in these difficult times

TORONTO, ON (March 4, 2009) – For entrepreneurs, venture capital can be critical to business growth – or survival. But as banks clamp down and investment dollars freeze up, small business operators need to work harder to secure investment financing. The number of Canadian businesses that got venture capital funding in 2008 was half what it was five years ago. In the Spring issue of Report on [Small] Business magazine, available on Thursday, March 5, writer Joanna Pachner provides essential insights and tips on making the perfect pitch for financing.

Pachner goes behind the scenes at one venture investment firm -- Wellington Financial -- to show how decisions get made, which companies get financing, and which ones get the boot. Before sealing any deals, founder and CEO Mark McQueen asks two fundamental questions: Can the business fly in this crazy economy? And if he puts money in, will he be able to get it out?

Also in this issue:

Saving the Ship – Report on [Small] Business writer John Lorinc looks at how one company has coped with their first-ever layoff and distills the lessons for others contemplating the same. In 2008, Toronto-based housewares design company Umbra, laid-off 15 per cent of its 450 employees worldwide. Co-founders Les Mandelbaum and Paul Rowan learned the value of a downsizing plan the hard way. Lesson one involved no hiding from the painful reality of cutting staff and lesson two focused on effectively communicating the reasons for the cutbacks. Today, Umbra's executives are optimistic and focused on securing the company so that it will prosper when the economy picks up.

The Second Coming of Aaron Fish – Legendary Montréal entrepreneur, Aaron Fish needed a new project, and at 76 he's got one: turning around three struggling companies including buying back his first zinc casting business, Capitol. Writer Sean Silcoff reveals how the old-school entrepreneur knows how to unlock the value in a floundering business.

The Globe and Mail's small business web site and Report on [Small] Business magazine focus on the fastest growing segment of the economy: entrepreneurs. In the next five years, more than 100,000 new businesses will launch in Canada. The Globe and Mail serves the unique needs of these businesses with a wealth of online resources and dedicated coverage of small business issues and stories at reportonbusiness.com/smallbusiness. The magazine is distributed to members of the Canadian Federation of Independent Business, via select home delivery issues of the Globe and Mail and online at reportonbusiness.com/rosbmagazine.

The Globe and Mail, Canada's national newspaper, is a division of CTVglobemedia, a dynamic multimedia company, which also owns CTV Inc., Canada's number-one private broadcaster

-TGAM-

Interview opportunities available. For further information, please contact:
Teresa Pagnutti, 416-969-2721 or tpagnutti@enviroicspr.com
Sheryl So, 416-969-2725 or sso@enviroicspr.com