

# Business Advice

Welcome to Tecconnect's webpage, we are Southern Alberta's HUB for Innovation & Technology!

If this is your first time visiting and you are looking for advice, support, or guidance for your business or business idea - you're in luck...

Our Entrepreneur Program is completely FREE and can get you access to expert advice through our business advisory services. We always recommend the use of innovation and technology to compete in today's business landscape and find efficiencies.

Whether you've been operating for years and are looking to make a change, or you're considering how to get an idea off the ground, the Tecconnect referral network and education offerings will also strengthen your approach to doing business a better way!

Start here by requesting an appointment for an intake application via our Entrepreneur Program Manager:

Email - [education@chooselethbridge.ca](mailto:education@chooselethbridge.ca) and we'll be in touch shortly!

## Frequently Asked:

What is a Tecconnect Business Advisor?

A Tecconnect Business Advisor provides direction and sometimes instruction around specific business challenges. They help entrepreneurs to make informed business decisions but do not direct what those decisions should be. Tecconnect, through government funding, pays these consultants an hourly rate to provide this free service to entrepreneurs.

## Services can include:

One-time or multiple sessions that assist entrepreneurs by providing advice on streamlining or improving business model; addressing a specific business challenge; navigating options and opportunities, connecting with resources and assisting with planning and goal setting.

Tecconnect Business Advisors will not do the work for you or provide a product for you. For example, a business advisor will not write your business or marketing plan. They will advise you of what you should do, how they are used and how to create one. They may also help you determine how to find the right service provider that can provide that service. But their paid services as a Tecconnect Business Advisor do not expand beyond advisory services.

How is a Business Advisor different from a Mentor?

An advisor, as defined as “one who gives advice” whether it be a business advisor or other type of a specific expertise in a particular area of practice, their job is literally to give you advice on what you should do. Usually, an advisor is engaged through a targeted phone call, an email with a set of questions, or semi-regular update meetings.

A mentor provides more broad support usually through years of experience and wisdom and is not typically associated with the company, but rather, focused on the business owner’s personal growth and development over a longer period of time through a relationship building process. Perhaps the most important distinction between a mentor and an advisor is that a mentor is not someone who is paid and does not financially benefit from your success.