

Early idea
for co-design

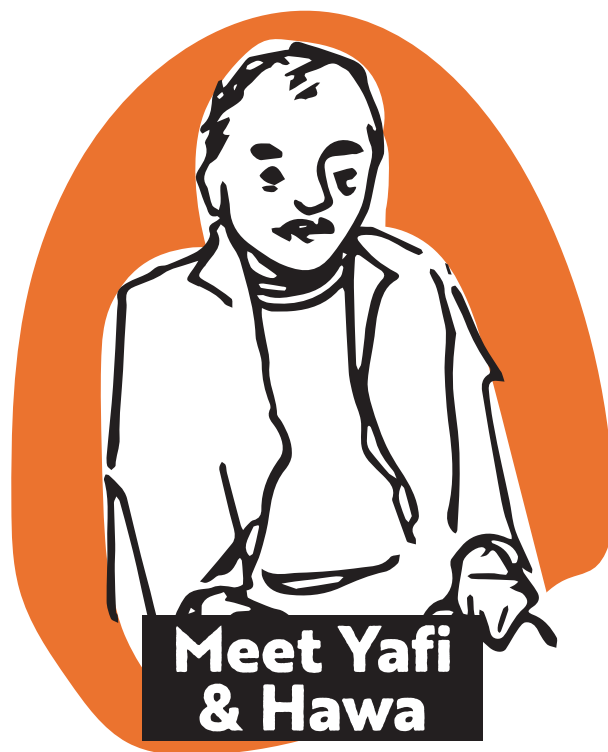
Night Life

Small social events for you
to host or attend.

Tools and free resources to host
neighbourhood get-togethers and
try out home businesses.



North York
Community
House



Since coming to Canada six years ago, Yafi and Hawa have been trying to recreate a semblance of the life they led back home: a thriving business during the day and nights filled with friends, family and revelry. It's been hard to build this in Canada: some days it feels like all they do is sit & wait.

Back in Syria, Yafi was an avid gardener, small business owner, family man and leader in his community. There, life was in full colour. In Canada, life feels a little gray. He has been waving to his non-Arabic neighbors for two years, but conversations don't go beyond hello. Same with his job searches. The only jobs Yafi finds are manual labour.

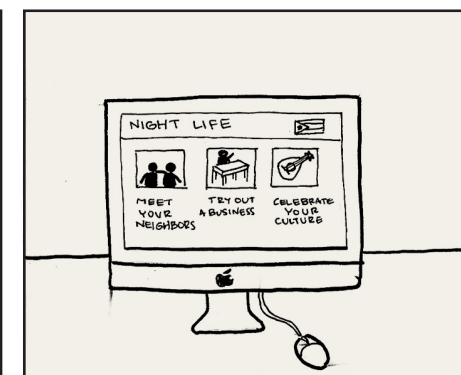
To pass the time, Yafi and Hawa grow vegetables in their backyard and produce homemade pickles. They've thought about turning their pickles into a small business, but have no idea where to start. Navigating all the rules seems daunting. Not to mention Yafi's English needs work. English classes are slow, and he doesn't have much opportunity to practice. They take up his days, but his nights lie empty. Where once there was things to do and people to see at night, now, he sticks to himself.

With Night Life, Yafi and Hawa gain a night life with purpose. Think the modern version of Tupperware parties: help to host home parties and try out business ideas, with English to boot.

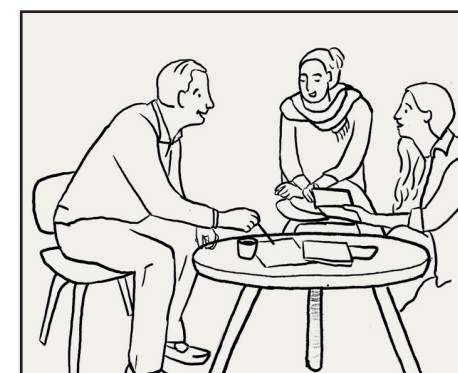
What is Night Life



Yafi & Hawa are walking to the park when the Night Life coach approaches them. He explains what night life parties are and invites them to sign up.



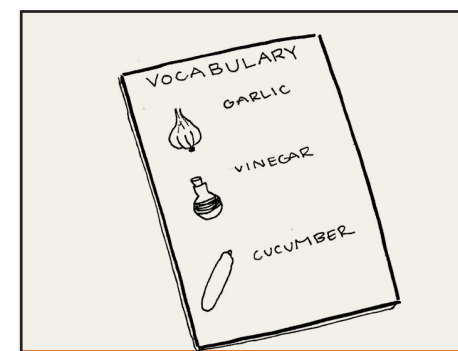
Yafi & Hawa can choose between kinds of parties to host. They set a meeting with The Coach to plan a marketplace party to sell their pickles.



The Coach meets with Yafi & Hawa to plan their party. He brings tools and resources to help them plan. They set a day for their pickle party.



The Coach comes back with materials Yafi and Hawa need like posters to put up to invite neighbours, a guide to set up the space, and vocabulary.



The Coach brings a vocabulary list with some of the english terms for pickles and other words they might need for the event. They practice how to use them for the party.



Jafi & Hawa feel energized. They are more connected with people in their community. They have met the owner of a grocery store who might sell their pickles, and they're practicing their English.

Who to partner with?

Who might we partner with to deliver Night Life?

- Business Improvement Areas
- Neighbourhood associations
- Parks & recreation departments
- Malls

Who might we partner with to develop Night Life?

- Entrepreneurship incubators
- City planners / regulators
- Merchant associations

What might the revenue model be?

- **Fee-for-service:** We might work with small business incubators to use Night Life as a first step to recruit entrepreneurs and test concepts
- **Grants:** We might apply for funds from the municipalities, regional economic development orgs, the BDC (Business Development Bank of Canada).
- **Crowd funding:** We might help to crowd fund new business concepts and take a percentage for operating costs.
- **Pro-bono:** We might work with restaurant associations or other merchant groups for pro-bono supports and coaching.

Co-create this idea with us! Get in touch ...

In Surrey



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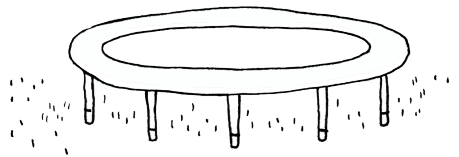
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For more info about the design process behind Night Life:



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The Big Idea

a shift from

A preset settlement sequence: learn English, secure a job, contribute taxes, stick to yourself.

to...

Re-sequencing settlement

by bundling English language with entrepreneurship and neighbourhood meet-ups to enliven days and nights!



What if newcomers could be given a hand growing networks, social lives and businesses right in their neighbourhoods?



Now: Uneventful evenings and nights. Little novelty, excitement or colour. Many people don't know where to go after hours, who to go with, or what they'd do.

With Night Life: Evenings events make life more colourful. People socialize, practicing English, share entrepreneurial activities, and build the social neighbourhood they want to live in.



Now: Newcomers feel isolated within their homes and family units, struggling to learn enough English to interact or secure employment.

With Night Life: Newcomers receive support to create the social lives they desire, hosting home parties to sell homemade products and practice English in one-go!

Solves the problem of:

- Disconnection**
Newcomers want to get to know neighbours, but see English as a barrier.
- Night blues**
For many newcomers, night time used to be full of colour and conviviality. In Canada, they find less sociality.
- Out of reach**
Many newcomers are used to entrepreneurship and side hustling, but how to start in Canada when the rules are unknown and the language feels out of reach?

Three core features



Provides templates

Easy-to-use templates to enable newcomers to host cultural celebrations, house parties, family get-togethers, micro-businesses, and interest-based meet-ups.



Customized English language learning

Language coaching geared for the type and topic of event, helping newcomers practice English in context.



Shared support

Marketing, mobilization, and coaching support: add events to a public calendar, use the lending bank for supplies; get bite-sized information to navigate regulations & laws.

Key user groups



The waiters

People waiting until their English has improved, waiting to find work, waiting to feel settled, waiting to be reunited with loved ones.



The want more's

People who have skills and hobbies with income potential. They would like to be using their talents but don't know how to mobilize them.



The socializers

People who would like to increase their social life, particularly in the evenings. Many are used to large families and networks back home, and used to have calendars full of work and family events and possibilities to socialize.

How does it make change?

Night Life uses these mechanisms...

- Bridging social relationships to neighbours and informal resources in community
- Taster experiences to try out a business or social offer in a small, manageable way
- Busting barriers to get through the red tape and road blocks of business set-up

...to shape these factors...

- provides opportunities for neighbours to meet & engage with one another
- builds capability and competence to socialize and pursue business ideas
- creates more motivation to engage in community

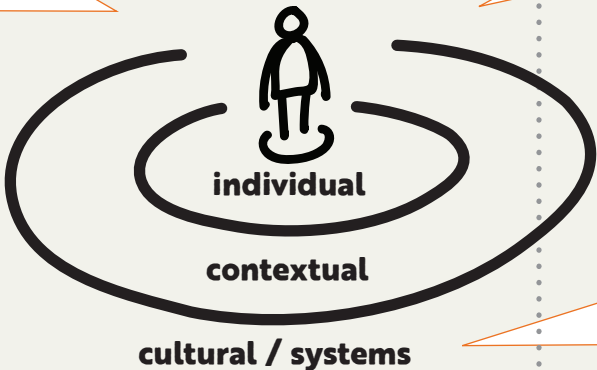
...to get to these outcomes

- Greater sense of community belonging
- Greater self-actualization
- Increased sense of agency and control
- Expanded social network
- Greater financial security

How might it enable broader change?

Individual

- Increased capacity for self-determination in achieving goals
- Increased knowledge and awareness of pathways and requirements for starting businesses, leading to higher likelihood of success



Neighbourhood

- New connections and networks between neighbours and community organizations

Cultural / Systems

- Naming and shaming of by-laws and policies that are barriers to fulfilling night-life culture

What else is out there like this?



Tupperware Home Parties

What's similar: "Host" invites friends and family to social gathering for the purpose of buying their product

How is this different from Night Life?

- markets Tupperware brand and products instead of developing and marketing users' own products



SFU Radius' Refugee Livelihood Lab Trampoline: Ideas Into Action!

What's similar: Helps refugees build networks & connect to resources that could help them start their business ideas

How is this different from Night Life?

- Doesn't have community togetherness element nor testing ideas on small scale



United Way Neighbourhood Block Party

What's similar: Interacting at neighbourhood level

How is this different from Night Life?

- Is a generic social gathering, rather than house parties oriented
- Party is once a year instead of whenever you want



Girl Guides

What's similar: A suite of experiences, grouped by theme, that can be hosted locally. Platform to choose activities from, with the backbone structures and supports included

How is this different from Night Life?

- Content is given instead of guided/created by the user
- GG users stay in groups/cohorts and move together through programming as a group, Night Life is ad hoc and doesn't require a long term commitment



A la cart (City of Toronto food program)

What's similar: City waived permit fees for 3 years

How is this different from Night Life?

- Big leap to run a food truck. Night Life starts smaller.



Thorncliffe Park Community Market

What's similar: Community-run food market

How is this different from Night Life?

- Run by steering committee, versus home-based.