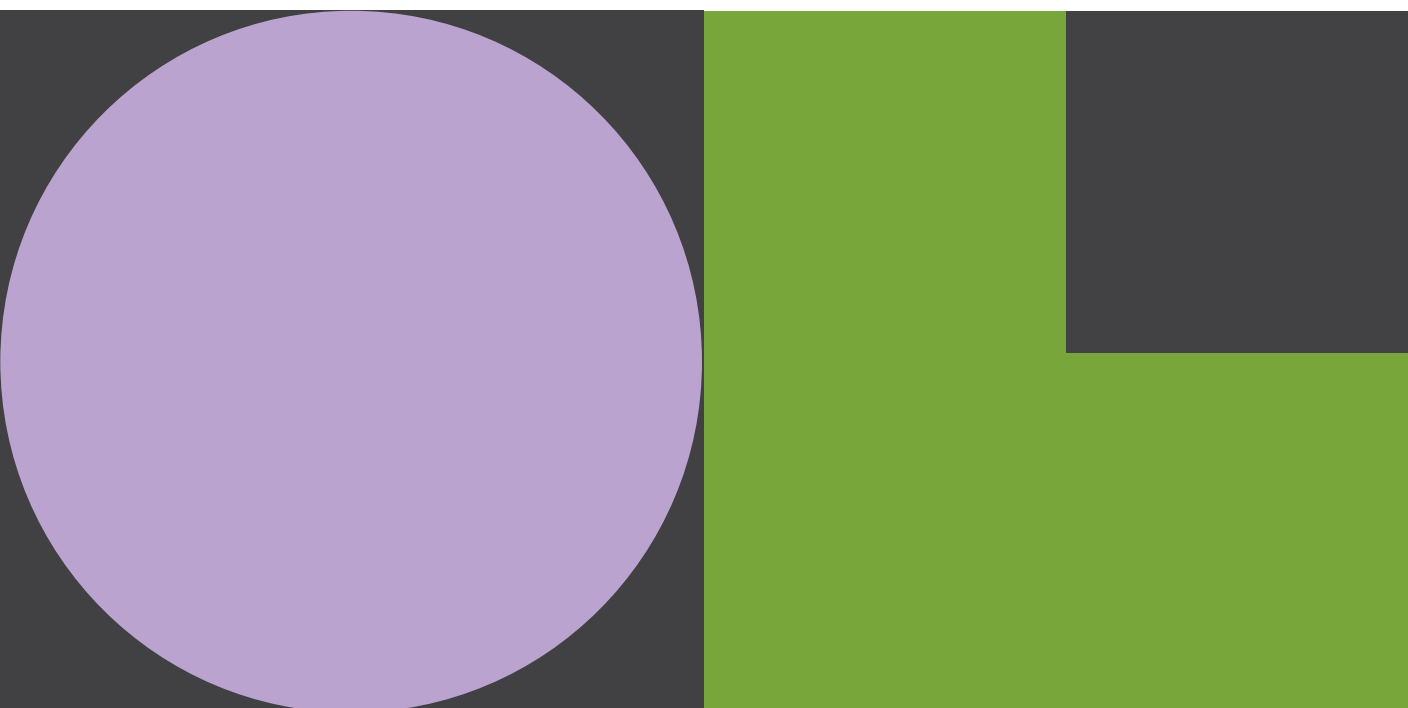


# FEMINIST BUSINESS SUMMIT

Partnering for  
FEMINIST  
ENTREPRENEURSHIP

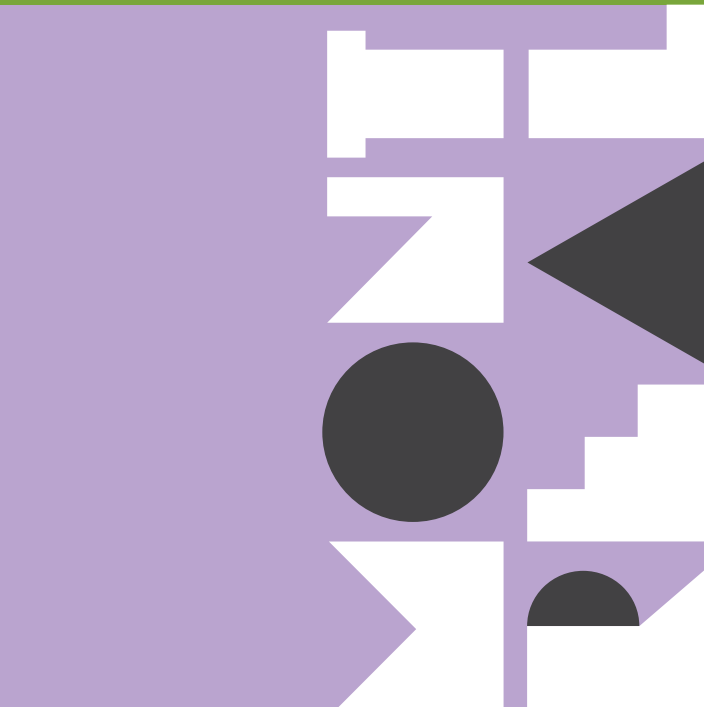


A LEARNING & NETWORKING EVENT



2024 24-26  
SEPT

MONTREAL,  
QUEBEC



Funded by:



Innovation, Science and  
Economic Development Canada

Innovation, Sciences et  
Développement économique Canada



## LAND ACKNOWLEDGEMENT

In the spirit of respect, reciprocity, and truth, we honour and acknowledge that we are gathered on unceded Indigenous lands of the Kanien'kehá:ka/Mohawk Nation. Kanien'kehá:ka is known as a gathering place for many First Nations, and we recognize the Kanien'kehá:ka as custodians of the lands and waters on which we gather today.

On behalf of the Partnering for Feminist Entrepreneurship team at the Canadian Women's Foundation, we'd like to welcome you to this year's Feminist Business Summit: A Learning & Networking Event.

This space is for women and gender-diverse entrepreneurs to gather, explore the idea of feminist entrepreneurship, connect with peers, and learn new skills. We hope this event sparks meaningful conversation and showcases the successes of women and gender-diverse entrepreneurs.

By the end of this event, we hope you:

- Establish lasting connections with like-minded entrepreneurs, business support organizations, and passionate thought leaders
- Learn how to build and grow your business, embedding feminist values such as equity, inclusivity and sustainability
- Understand how your business can have a positive impact on your community and support the gender justice movement in Canada
- Have fun!

Thank you for being here with us!

*The Canadian Women's Foundation*

# FEMINIST BUSINESS SUMMIT

MONT  
REAL

2024 24-26  
SEPT

“

Being a feminist business owner means I am committed to creating spaces for Black women to feel seen, heard, and understood. I am committed to creating products and services that allow us to share our stories, build connection, and foster a sense of belonging.”

- TASH HELWIG, Founder,  
Broken Heals Inc. & The Birdhouse



# WEDNESDAY, SEPTEMBER 25, 2024

Salon Joseph Arthur Godin (JAG)

7:45am - 8:30am

**Registration + Breakfast**

JAG

8:30am - 9:25am

**Welcome**

JAG

Host: Keisha Paul

Cultural Support: Niiwie:ren Patton

9:25am - 10:30am

**Main Street Reimagined:  
A Collaborative Feminist Vision**

JAG

What sets a feminist business apart from a mainstream business or social purpose organization? In this interactive workshop, we'll explore that distinction together. Drawing inspiration from iconic neighbourhoods like Little Italy, Chinatown, or Villages established by the 2SLGBTQIA+ community in cities across the country—spaces built by communities for their unique needs—we'll collectively imagine what a “Feminist Main Street” could look like.

**Facilitator:** Karen Campbell, Canadian Women's Foundation

**Graphic Recorder:** Aline Baron, Creation Aline Baron

10:35am - 10:45am

**Health Break**

10:45am - 12:45pm

**Trauma of Money**

JAG

The Trauma of Money team will provide valuable insights and practical strategies to help you navigate and overcome financial challenges rooted in systemic inequities and personal experiences.

**Facilitators:** Chantel Chapman and Nika Khanjani, Trauma of Money

12:45pm - 2:00pm

Lunch

2:00pm - 4:00pm

**Trauma of Money**

*Continued*

4:00pm - 4:15pm

Health Break

4:15pm - 5:30pm

**Concurrent Sessions**

■ **Idea Exchange: The Brain Trust of the Feminist Village** *JAG*

Entrepreneurship can often be a solitary journey, making it feel like every challenge must be tackled alone. This session offers a chance to connect, ask questions, share ideas, and discuss business challenges with fellow entrepreneurs.

You'll engage in dynamic discussions at two out of five tables, each dedicated to a specific topic. Spend 25 minutes at each table meeting new people, exploring relevant subjects, and potentially finding solutions to your business challenges. Welcome to the brain trust of the Feminist Main Street.

**Facilitator:** Jess Duarte, Canadian Women's Foundation

■ **Partners' Community of Practice Meeting (project partners only)** *St. Laurent*

**Facilitator:** Melissa McGregor, Canadian Women's Foundation

5:30pm - 5:45pm

**Day 1 Closing Remarks**

*JAG*

**Host:** Keisha Paul

# THURSDAY, SEPTEMBER 26, 2024

Salon Joseph Arthur Godin (JAG)

8:15am - 10:00am

Breakfast & Plenary

## Entrepreneurs with Purpose: Their Stories

JAG

In this dynamic panel of entrepreneurs, hear from remarkable individuals who will share their experiences with entrepreneurship. Panelists will share how their unique lived experiences have shaped their entrepreneurial journeys and provide examples of how they've successfully integrated their values into their businesses.

**Moderator:** Indu Krishnamurthy

### Panelists

- Carina Aguey, A Les Sens Ciel
- Isatuu Barrie, Lamarana Photography
- Nicole Antoine, N/A & Co Inc.

10:00am - 12:30pm

## Decolonizing Business through Relationships

JAG

In this workshop, participants will learn how building strong relationships can help challenge and change the effects of colonialism, patriarchy, and capitalism on business and entrepreneurship. By working together with others, they will come up with new ideas and ways of thinking to create businesses centred on feminist and decolonial principles.

**Facilitators:** Sam Matters, Karim Moussa, Eras Foresight & Consulting

12:30pm - 1:30pm

Lunch

1:30pm - 3:00pm

Concurrent Sessions

■ **Business and Sustainability:**

JAG

**Feminist Entrepreneurs Shaping the Future**

Join us for an insightful conversation exploring the intersection of environmental sustainability and feminist entrepreneurship. Hear how entrepreneurs have successfully integrated sustainable business practices into their business and how these choices align with feminist principles. Learn how incorporating sustainability into your business will help build a more equitable and resilient future for all.

**Moderator:** Jillisa Brown, House of Nine Sorority

**Panelists**

- Félicité Donyo, TUKUAN
- Jessika Guavin, Enchanted Mushroom Forest Walks
- Mishel Wong, Bopaq
- Shaleen Ratansi, Aiya ayiA, Shaleen Ratansi Consulting

■ **READI, Steady, Go!**

St. Laurent

**A guide to building inclusion in self-employment and business**

What is an inclusive business? Why is promoting inclusivity through your business important? Join Munira Abukar (founder of The Stitch Lab T.O) to hear her story and for steps you can take to make your business open, accessible, and welcoming to customers with diverse lived experiences.

**Facilitator:** Munira Abukar, Canadian Women's Foundation

3:00pm - 3:15pm

Health Break

3:15 pm - 3:45 pm

Closing Remarks

**Host:** Keisha Paul + Jess Duarte

JAG





“

Being a feminist business owner means that I consider my community, the environment, and their needs while I'm doing my work.

My business is not just for my own benefit, it's for the betterment of my community and our Mother Earth.”

- JESSIKA GAUVIN,  
Enchanted Mushroom Forest

## ON-SITE STAFF SUPPORT

- **Melissa Bagirakandi**      [mbagirakandi@canadianwomen.org](mailto:mbagirakandi@canadianwomen.org)  
416-365-1444 (ext 267)
- **Jess Duarte**              [jduarte@canadianwomen.org](mailto:jduarte@canadianwomen.org)  
416-803-3740
- **Melissa McGregor**      [mmcgregor@candianwomen.org](mailto:mmcgregor@candianwomen.org)  
416-365-1444 (ext 239)
- **Karen Campbell**         [kcampbell@canadianwomen.org](mailto:kcampbell@canadianwomen.org)  
905-244-0228





## Food Allergies and Dietary Needs

We have notified catering staff of dietary restrictions. If you are unsure, please speak with a Canadian Women's Foundation staff member.

## Washrooms

Washrooms are available in our main meeting room. There are two multi-stall washrooms, each with an accessible stall.

## Quiet Space

We have reserved the Salon Clark on the main floor (near the front desk) to accommodate anyone who needs to take some time for rest or quiet contemplation. The space will be open throughout the two days of the summit. Please ask the front desk to show you where the room is.

## Scent Aware

Please avoid wearing strong smelling scents, as some people have allergies and/or sensitivities to strong scents and oils.

## Accessibility

Hotel10 is entirely wheelchair accessible. Please contact Melissa Bagirakandi [mbagirakandi@canadianwomen.org](mailto:mbagirakandi@canadianwomen.org) if you have any accessibility needs and require accommodations.

## Health and Wellness

Canadian Women's Foundation is committed to making this event welcoming, inclusive and safe for all to participate.

For more information, review our [Health and Wellness Considerations](#) and our [Brave Space Promise](#).



“

"At TUKUAN, we are committed to women-owned businesses, and that's why, as feminist entrepreneurs and a B Corp company, we value and support the women in my community. We support principles of equality and respect for the community and the environment."

- FÉLICITÉ DONYO, LISA NOTO, TUKUAN

## HOST



### **Keisha Paul (she/her), Keisha Paul Consulting**

After living and working in the US, UK, Canada, and the Caribbean, Keisha believes immigration to the West doesn't have to mean losing identity, culture, and a generation of wealth to underemployment. Her aim is to help newcomers and marginalized people achieve their vision of success in a way that builds them up, instead of breaking them down. Her purpose has led her to attending the Commission on the Status of Women at the United Nations, hosting a #1 CBC Radio Show, and launching over 200 businesses, 76 jobs, 5 social enterprises, and 16 business courses.

## CULTURAL SUPPORT



### **Nioie:ren Patton (she/her)**

Nioie:ren Patton is an elder, Wolf Clan Kanien'keha:ka woman, married 52 years, mother of 3 sons & 7 grandchildren. She was raised in Michigan but her home and birthplace is Kahnawa:ke - the northern section of Kanien'keha:ka (Mohawk) ancestral territory.

Nioie:ren earned a Bachelor of Education at McGill University and Certificate in Social Work at Carlton University. She held many positions over her life, but the highlight was teaching Kanien'keha Immersion at Karonhianonhnha School, Kindergarten. She is a Faithkeeper, upholding the tradition and ceremonial life of the Kanien'keha:ka. Nioie:ren's life centers around family and linguistic, historical, cultural, ceremonial, and equity education. She has participated in many gatherings, panels, and conferences in Canada and the USA.

# VIBE CHECKER



**Awa Torrent-Traoré (they/them)**

Born in France, Awa Torrent-Traoré is a community organizer based in Tiohti:áke (Montreal). They earned their Bachelor's degree (2018) and Master's degree (2022) in Communication and Political Science from the University of Montreal. Active in the community sector for over 7 years, Awa has also been involved in several local and international events.

# SPEAKERS AND FACILITATORS



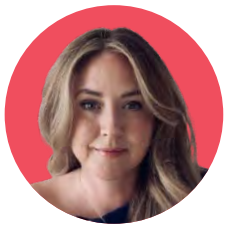
**Aline Baron (she/her), Creation Aline Baron**

Through the power of drawing, I help communities reflect, discuss, transmit and create exciting futures. I'm a graphic translator. I transform your ideas into images. I make the confusing and complex simple, clear and playful. I capture the essence of your meetings in pictorial syntheses. I transform your walls into key elements of your culture.



**Carina Aguey-Zinsou (she/her), A Les Sens Ciel**

Carina is a Franco-Beninese woman who has struggled with vision loss since the age of 10 and holds a degree in accounting. Having arrived in Quebec 10 years ago, she persevered to establish her company, A Les Sens Ciel, in 2019 as a pastry and catering service, with the support of Sphère Québec and Microcredit Montreal. With her macarons and pastries, A Les Sens Ciel loves to take curious people on a sensory journey through dishes adapted to dietary restrictions. The success of her company is built on the quality of ingredients from small local producers, craftsmanship, mastery of skills, and the respect and attentiveness shown to her clients.



**Chantel Chapman (she/her), Trauma of Money**

Chantel Chapman is a refreshing voice in the financial recovery and education space, renowned for her cutting-edge, relatable, and trauma-informed money guidance. In 2018, Chantel founded The Trauma of Money™, an accredited course certifying professionals in facilitating and healing money trauma. Leveraging 14+ years in mortgage and financial literacy/recovery consulting, Chantel has taught and written finance curricula for numerous universities and non-profit organizations like United Way. She’s also a proud member of the National Task Force for Economic Justice, supporting Canadian Center for Women's Empowerment in ending financial abuse.



**Félicité Donyo (she/her), TUKUAN**

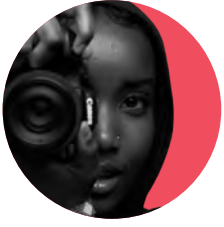
Designer and stylist by training, Félicité Donyo has worked for large companies and local designers, gaining over 20 years of experience and expertise in product development. After observing both good and bad practices in overseas production, she reflected on the impact of short supply chains in garment manufacturing. Following her meeting with future business partner Lisa Noto, she was captivated by the opportunity to offer a local product that meets all the criteria for more eco-friendly fashion and incorporates the circular economy. As an entrepreneur, she has also added a training in responsible management to her creative skills, enabling her to make TUKUAN an ethical and eco-responsible company.



**Indu Krishnamurthy (she/her), Microcredit Montreal**

Driven by a commitment to social impact, Indu Krishnamurthy began her involvement with Microcrédit Montréal in 2008. Now, as the organization's Executive Director, she continues its mission to provide loans and support to those overlooked by traditional financial systems. A graduate of the EMBA program at McGill-HEC Montréal, Indu has extensive experience in finance, business management, corporate relations, and strategic planning. Indu is a proactive leader with a clear vision, passionately dedicated to building a more inclusive and prosperous Quebec.





### **Isatuu Barrie (she/her), Lamarana Photography**

Isatuu Lamarana is a Fulani artist, photographer, and videographer. She has developed a unique approach to visual storytelling, focusing on capturing the spirit of youth and sports in diverse communities. Isatuu's work aims to empower and uplift marginalized voices, fostering inclusivity and cultural celebration. She currently serves as a Youth Worker and Media Associate for nonprofit organizations-engaging with communities to advocate for positivity and inclusivity.



### **Jess Duarte (she/her), Canadian Women's Foundation, Jess, Please!**

Jess Duarte is a dedicated web developer and technology educator committed to leveraging technology to tackle significant challenges. With a strong passion for empowering organizations and individuals, Jess has spent five years working alongside the Canadian Women's Foundation and the Long Lake 58 First Nation, supporting women on their entrepreneurial journeys. As the founder of her web development business, established a decade ago, Jess continually seeks innovative ways to apply her technical expertise to make meaningful contributions to her community.



### **Jessika Gauvin (she/her), Enchanted Mushroom Forest**

Jessika Gauvin was raised by a forager and herbalist mother who focused on connection with the land, making remedies with plants and supplementing family meals with wild foods. Jessika is now a wild mushroom specialist with over 7000 hours of field work under her belt. She is President of the Mycological Society of NB (Myco, NB), owner of Enchanted Mushroom Forest foraging company, a member of a team of mycologists assisting poison control with emergency poisoning cases planet wide and a trusted identifier for The North American Mycological Society.



### **Jillisa Brown, (she/her), House of Nine Sorority**

Jillisa Brown is a global leader dedicated to advancing productive systems change. Her passion for developing people and communities launched her journey as a community leader, mentor, and coach. Through her pioneering work in decolonizing systems that exclude equity-seeking communities, she has been instrumental in driving significant changes within Canada's social finance and social innovation ecosystems. Jillisa is the Co-Founder of House of Nine Sorority, a unique space where Black women gather for self-mastery and sisterhood. She is also the Founder and Principal Consultant at Funding Impact, a vibrant community hub that empowers entrepreneurs to secure funding for their ventures.



### **Karen Campbell (she/her), Canadian Women's Foundation**

Karen Campbell leads the Canadian Women's Foundation's award-winning Partnering for Feminist Entrepreneurship project and its national grant-making and advocacy strategies on gender-based violence and economic development. A passionate advocate for gender justice and human rights, Karen has worked with charities, non-profits, and grassroots organizations nationally and internationally on a range of campaigns and initiatives targeting systems change. Her experience spans gender-based violence, sustainable development, labour rights, migration policy, and, notably, the harms of anti-trafficking law and policy in Canada.



### **Karim Moussa (he/him), Eras Foresight & Consulting**

Karim, proudly Québécois, has wanted to help others since he was young and has always shown incredible interpersonal skills. He is dynamic, curious, open, and passionate, with a strong commitment to the fight for equality for all and the fight against climate change.





**Mishel Wong (she/her), Bopaq**

Mishel Wong has 16 years of experience in the educational service sector and a decade of experience in business development as a supplier in the food service industry. She is a strong believer in the idea that people buy from people, and in delivering win-win-win solutions. She is driven, organized and results oriented and still loves humans after all these years. She is determined to drive change towards a better world. Mishel is the founder of Bopaq, a reusable takeout packaging solution that empowers restaurants to replace single-use products.



**Munira Abukar (she/her),  
Canadian Women’s Foundation**

Munira Abukar is an advocate who is passionate about serving her community. Born to Somali immigrants, some of Munira’s past and present involvements include Board Director at Toronto Community Housing (youngest director on municipal board in Canada), workshop facilitator with the Canadian Council for Refugees, and Canadian Race Relations Foundation, and founder of The Stitch Lab- an internationally recognized fashion social enterprise. Munira is currently a Manager of Community Initiatives with the Canadian Women’s Foundation and in her spare time operates as a business consultant to start ups and social enterprises.



**Nika Khanjani (she/her), Trauma of Money**

Nika is a somatic practitioner, nervous system coach and multidisciplinary storyteller. She has lived and worked internationally but is currently an immigrant-guest the on unceded Kanien’kehá:ka Territory (Montreal). She runs a small private practice and has a vibrant artistic practice as a filmmaker, librettist and poet.



**Nicole Antoine, (she/her), N/A & Co Inc.**

With a solid reputation as a visionary problem solver and creative tactician, Nicole Antoine is a marketing strategist and brand manager with 10 years’ experience striking the balance between storytelling, bottom line, target audience and community due to her vast background in law, non-profit, and retail. Nicole is making diversity and inclusion a priority over the last decade through social entrepreneurship.

As co-founder of Four Brown Girls “FBG,” an event management facilitation company laser focused on communicating to Black Canadians, she has hosted various digital and physical events that help Black individuals through their 4 pillars: Sisterhood, Identity, Health & Wealth.



**Sam Matters (she/her), Eras Foresight & Consulting**

Samantha is an accomplished academic, published researcher, and foresight strategist. She carries both Métis and mixed settler ancestry. As a social change consultant, Sam works with clients to explore possible futures through the lens of Indigenous futurism, ancestry, and equity.

She is a Future of Canada Project Fellow and Next Generation Foresight Practitioner Fellow.



**Shaleen Ratansi (she/her),  
Aiya ayiA and Shaleen Ratansi Consulting**

Shaleen Ratansi is a leading sustainable design consultant with over 20 years of international experience in creative design, development and production. The founder of Aiya ayiA, an ethical plant leather goods company consciously built to create sustainable luxury products by prioritizing the health of the planet and people without sacrificing style, Shaleen is an advocate for thoughtful design dedicated to actionable change in fashion, textiles, products, and packaging. Her work inspires a global shift towards regenerative and circular practices, products, and lifestyles. Shaleen is a panelist, speaker and voice for circular design and sustainability.

# OUR PROJECT PARTNERS



**Flaunt It** is a grassroots youth-led social purpose organization in the Jane-Finch neighbourhood of Toronto that fosters self-love and highly esteemed representation of primarily 2SLGBTQIA+ Black, Indigenous, Women of Colour (BIWOC) through community-led campaigns and events.



**Microcrédit Montréal**'s mission is to fight poverty and exclusion through an innovative approach: community-based microcredit. Microcrédit Montréal seeks to democratize financing through the participation of a network of investors and borrowers to promote an inclusive and prosperous society.



**Native Women's Association of Canada (NWAC)** works to advance the well-being and equality of Indigenous women through advocacy, education, research, and policy. Their #BeTheDrum Entrepreneurial Outreach and Navigation Program is designed to build skills of Indigenous women and gender-diverse people entering the spheres of business, management, and entrepreneurship.



**Saskatoon Open Door Society's** Women's Business Hub is a place where talented immigrant women come together to develop their skills under the guidance of business professionals. The Women's Business Hub entrepreneurship program provides education, training and support to help entrepreneurial immigrant women launch their own businesses.

---



**Seed Winnipeg** works to reduce poverty and help renew Winnipeg's inner city. They do this by helping people start small businesses and save money for future goals.

---



**Sisters in Solidarity** began as an initiative created to cultivate BIPOC Women-led Social Purpose Organizations across Canada through capacity building and future skills development. They are dedicated to women entrepreneurs, to help identify barriers, and provide a platform for mentorship/advisory support, voicing concerns, and finding solutions.

---



**YWCA Moncton** is part of the YWCA Canada movement, which is a leading voice for women, girls, Two-Spirit and gender diverse people. Their Employment My Way is a 12-week self-employment training program to develop a business model that may be put into action right away or saved for future use.



### Special Thanks to Our Designer

*“We extend our heartfelt appreciation to **Jihye Choe** of **Jihye Design** for her exceptional work in designing all of our beautiful summit materials. Her creativity and dedication have truly brought our vision to life, adding a unique and memorable touch to this year’s event. Thank you, Jihye, for your invaluable contribution to the success of our summit.”*

– Canadian Women's Foundation

### National Office

1920 Yonge St., Suite 302,  
Toronto, Ontario, M4S 3E2  
Toll free: 1-866-293-4483 | TTY: 416-365-1732

[www.canadianwomen.org](http://www.canadianwomen.org)  
[info@canadianwomen.org](mailto:info@canadianwomen.org)

### Charitable Registration Number

12985-5607-RR0001

**in** [Canadian Women's Foundation](#)  
**f** [@CanadianWomensFoundation](#)  
**tw** [@cdnwomenfdn](#)  
**yt** [@CanadianWomenFdn](#)  
**ig** [@CanadianWomensFoundation](#)  
**jd** [@cdnwomenfdn](#)

Partnering for  
**FEMINIST**  
ENTREPRENEURSHIP



Funded by:



Innovation, Science and  
Economic Development Canada

Innovation, Sciences et  
Développement économique Canada