

Kitchener Ontario: Startup Community: The Film

Student Name: _____



Write a three or four paragraph response / reflection on the "Startup Community" documentary as it relates to Business design and marketing. Remember to start by reviewing the five W's. Secondly; discuss the contents of the documentary with examples such as the importance of small business compared to multinational companies such as Superstore. Who were some of the businesses that relocated to Waterloo? Finally comment on the types of innovation, ideas and strategies employed that allow this small Canadian town to become so successful for small business startups.

