



**FREDERICTON  
CHAMBER  
OF COMMERCE**

— The Voice of Business —

364 York Street, Suite 200  
Fredericton, NB  
E3B 3P7



30 November 2017

Larry Shaw, CEO, Ignite Fredericton  
40 Crowther Lane  
Fredericton, NB E3C 0J1

Dear Larry,

Further to our discussions over the past number of months, I am writing to you on behalf of the Fredericton Chamber of Commerce to formally provide support for the proposed Subway Model.

Entrepreneurs in our ecosystem are overwhelmed with information, programs, services and offerings and are challenged with accessing the right information at the right time. The proposed online onboarding and tracking Subway platform will help entrepreneurs and businesses in many ways.

Our community has worked hard over the past decade to earn the title of the Startup Capital of Canada, which has meant the proliferation of services and organizations to help our entrepreneurs achieve tremendous success. We need this subway model to organize these services so that the entrepreneurs that need them can have quick and efficient access tailored to their needs.

Of course, it will also assist all of the organizations involved in the ecosystem to have clients pointed in the right direction so that we can focus our resources on clients and members. Our organization is prepared to use our significant communications reach to ensure that entrepreneurs know about the subway and programs. This includes our membership, government, the startup community and the student population through our agreement with the New Brunswick Student Alliance.

Our organization is excited to be part of the subway model. We provide valuable services to members at particular points in a business' development. Getting entrepreneurs to the right people at the right time is critical for not only their success - but our community's growth and prosperity.

I would welcome the opportunity to meet with you and representatives from the potential funding agencies (ACOA, Opportunities New Brunswick) to discuss further. I look forward to working with you and mobilizing this important tool in our community.

Sincerely,

A handwritten signature in black ink, appearing to read 'Krista Ross'.

Krista Ross, CEO  
Fredericton Chamber of Commerce