



THE CREATIVE NINJA GETS TRAINING AND A \$5,000 BOOST FROM BITS!

August 17, 2016

The idea of starting The Creative Ninja was both a combination of a life-long passion for communications and multimedia design, and the niche market discovered by Matthew Young. He found that organizations with smaller budgets were unattractive and dismissed by many creative firms due to their budgetary constraints. Matthew believes that awesome web and graphic design should be available to everyone. The idea behind his business The Creative Ninja is to offer affordable communications design and projects to start-ups, non-profits and small businesses so they have a brand image and communications tools they can be proud of! This is accomplished by ensuring each client has access to flexible payment terms.

Matthew joined the Boot Camp program in Winter 2016 to expand his business knowledge and to get access to hybrid loan + grant financing from BITS. At that point, his business was operating and servicing happy clients, but the biggest challenge was to obtain

financing for new equipment and a marketing campaign that would take his business to the next level. Like many other entrepreneurs Matthew had to bootstrap his business in the first few years. He built his clientele through word of mouth and low-cost marketing activities while receiving social assistance from the government.

Matthew was successful in obtaining his first external funding from BITS that will help him to focus on expanding his marketing and putting some proper systems in place to handle his growing client base.

"The. Experience. Blew. Me. away. Having access to the combined business knowledge and support of my program peers, the mentors, my assigned mentor and the program staff really gave me a sense of community and family that wanted me to accomplish something and succeed."

-Matthew Young, CEO & Creative Director, The Creative Ninja

The CREATIVE Ninja
www.thecreativeninja.ca

A Huge Thank You to Our Training and Financing Partners!



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