



Key Messages

Match Factor Pilot Project

<https://www.edaalberta.ca/match-factor>

The Project

- Economic Developers Alberta (EDA) and SuccessionMatching, an online community of business buyers, sellers, and succession planning professionals launched a pilot project in December 2022.
- Called **Match Factor**, its goal is to take Alberta businesses looking to sell their enterprises, help them put together a transition plan, match them with investors and facilitate the employment of skilled Ukrainian people displaced by the war in their region.
- It's a win - win - win solution that will ultimately result in thriving communities.

Challenges Faced by Alberta Businesses

- The Canadian Federation of Independent Business reports that 76% of business owners want to sell their business and 15% are looking to exit this year.
- The Canadian Federation of Independent Business reports less than 9% of business owners have a formal succession plan that outlines how they will transition their business to a new owner.
- Alberta communities will lose businesses unless retiring owners (owners looking to sell) find buyers to take over.
- That will have a negative impact on local economies.
- There are unique challenges of finding and retaining workers.
- The number one barrier to buying a business is finding financing.



The Match Factor Solution

- Match Factor helps to keep Alberta businesses open in communities and addresses workforce challenges by giving Ukrainian people the opportunity to apply their skills and training.
- Match Factor matches business owners looking to sell with Alberta based buyers that have financing in place.
- Having a formal succession plan will significantly increase a business owner's chances of successfully selling their business.
- Match Factor will help business owners with these plans in a way that is easy to understand and provides one-on-one assistance.
- SuccessionMatching has already identified capital investors interested in purchasing and partnering with suitable Alberta businesses.
- The SuccessionMatching team will be the point of contact for onboarding Ukrainian people who have landed in Canada and match them to the business opportunities.
- Match Factor is a made in Alberta solution. The potential investor buyers are Alberta- based.
- The process is simple, all interested business owners need to do is go to our website: <https://www.edaalberta.ca/match-factor> and apply for this program online.

Economic Developers (EDOs) Role:

- Economic developers play an important role in this project as they have their feet on the ground and their fingers on the pulse of their business communities.
- Economic developers are equipped to identify the most suitable businesses.
- We encourage Alberta EDOs to identify businesses in their communities, ready to transition to get involved.



- It is an excellent business retention and expansion tool.
- **EDOs simply need to direct businesses to the EDA website:**
<https://www.edaalberta.ca/match-factor> and encourage businesses ready to transition to apply for this program online.

Outcomes:

- It attracts investment to rural and urban communities.
- It keeps medium- to large-sized employers in the community.
- It addresses workforce issues.
- It enables the displaced Ukrainian community to adjust to life in their new Alberta home.
- Our goal is to have a total of 10 businesses participate in the Pilot.

Here is a list of businesses investor buyers are interested in:

- | | |
|---|--|
| • Educational business / services | • Administration and support |
| • Technical software | • Waste Management and Remediation |
| • Manufacturing | • Services Manufacturing |
| • Aerospace/Defense Products & Services | • Utilities |
| • Agricultural Chemicals | • Miscellaneous Manufacturing |
| • Endodontic | • Mining |
| • Edtech software | • Quarrying |
| • Accident reconstruction firms, | • Oil and Gas Extraction |
| • Software, air, and vacuum lending | • Professional, Scientific, and Technical Services |
| • Transportation and warehousing | • Wholesale Trade Manufacturing |
| • Healthcare | • Real Estate and Rental and Leasing |
| • B2BTechnology and software | • Information and Cultural Industries |
| • Food and beverage distributor | |