



## **Frequently Asked Questions (FAQ) for PIVOT Participants**

### **What Is the PIVOT Program and how does it help my business?**

PIVOT, launched by the Innovation and Entrepreneurship (I&E) team of Yukon University, aims to provide Yukon businesses with free targeted business support services to reduce the adverse impact of COVID-19. The PIVOT program offers up to 3 months of targeted resources and support for early start-ups or seasoned businesses to help mitigate the impacts of COVID-19.

PIVOT participants will be assigned a PIVOT coach who will assess the participant's business needs in partnership with the business and connect them with PIVOT experts to devise innovative solutions that address challenges and opportunities. Depending on the exact needs, PIVOTing businesses may be supported through the re-conceptualization and development of core functions, marketing, and social media strategies, revenue and expense management, supply chain management, and other necessary focuses to anticipate for what the new normal entails. The outcome is to have your business be as minimally impacted by COVID-19 and ultimately be more resilient and adaptable in uncertain times.

### **Who is eligible for the PIVOT Program?**

At some point, all businesses will be adversely impacted by COVID-19, whether it's work from home protocols or entirely shutting down due to stay-at-home measures. The PIVOT program acknowledges the wide scope impact and welcomes early start-ups to seasoned businesses to apply.

### **When will I be notified of Program acceptance after I apply?**

Upon reviewing applications, the PIVOT intake committee will notify both successful and not successful applicants by e-mail or phone to discuss next steps. Resources will be available online for all businesses regardless of acceptance to assist with common challenges impacting all businesses.

## **What is a PIVOT Coach and Expert?**

PIVOT coaches are comprised of a multi-disciplined diverse group of business professionals who will be the main point of contact for participants. Once accepted into the program, participants will be assigned a PIVOT coach who will assess the participant's business to understand the underlying impacts on the overall business due to COVID-19. The PIVOT coach will then connect participants to PIVOT experts who are experts in the field that participants require guidance on. Expertise includes legal, accounting, finance, marketing, digital marketing, human resources, website, content design and other expert areas dependent on participant need. PIVOT coaches will check in regularly to ensure participants are supported and progressing as needed.

## **When is the deadline to apply?**

All participant submissions are currently on a rolling deadline until otherwise noted on the Yukon University website.

## **What happens after COVID-19?**

Short answer, no one knows, except that we know we will be facing a global recession. I&E believes this program will be needed for the foreseeable future. The I&E team is already developing subsequent programming to support Yukon businesses *after* the pivoting stage. However, resources today are focused on helping organizations reboot, recharge and re-emerge.