



## 2025 Industry Category Descriptions

### Not-for-Profit

The Not-for-Profit category includes mission-driven organizations that prioritize social, cultural, or environmental impact over financial gain. These businesses often address critical community needs—such as education, health, equity, and cultural revitalization by reinvesting their resources to maximize positive outcomes. Within Indigenous entrepreneurship, not-for-profits are powerful vehicles for community-led change, allowing entrepreneurs to center Indigenous values, uphold cultural practices, and advance collective well-being.

### Tourism

The Tourism category includes businesses that promote travel, exploration, and cultural exchange while supporting local economies and communities. These ventures range from eco-tourism and cultural heritage experiences to tour operators and hospitality services, all designed to create memorable, responsible, and immersive visitor experiences. Often, they play a key role in preserving traditions, showcasing Indigenous cultures, and fostering cross-cultural understanding.

### Knowledge Services

The Knowledge Services category includes businesses that provide expertise, training, research, and information-based solutions to support learning, innovation, and capacity building. In the scope of Indigenous entrepreneurship, this also includes businesses rooted in the sharing of traditional knowledge through culturally grounded programming, storytelling, and land-based learning.

### Consumer Products & Retail

The Consumer Products & Retail category includes businesses that create, sell, and distribute goods directly to customers—ranging from clothing, accessories, and home goods to beauty products and handmade crafts. In the scope of Indigenous entrepreneurship, this also includes makers and brands that embed cultural identity, traditional knowledge, and community values into their products. These ventures not only drive economic opportunity but also celebrate Indigenous creativity, visibility, and self-determined storytelling through commerce.

## Health & Wellness

The Health and Wellness category includes businesses dedicated to improving physical, mental, emotional, and spiritual well-being. These ventures often offer services or products such as holistic healing, fitness, nutrition, mental health support, and culturally-rooted wellness practices. In the context of Indigenous entrepreneurship, they play a vital role in reclaiming traditional healing methods, promoting community care, and addressing health disparities through culturally-safe and community-driven approaches.

## Sustainability

The Sustainability category includes businesses that focus on protecting the environment, cultivating the land, growing food, and sustaining natural resources in ways that support healthy communities, ecosystems, and economies. This category spans ventures rooted in food sovereignty, sustainable farming and harvesting practices, eco-friendly products and services, environmental stewardship, and agri-tech innovations. Within Indigenous entrepreneurship, it also includes innovators who are honouring traditional knowledge and practices while advancing solutions that nourish people and the planet for future generations. From small-scale farms and traditional harvesting to cutting edge agri-tech, these entrepreneurs are strengthening local environments and ensuring long-term sustainability.

## Professional Services & Trades

The Professional Services and Trades category includes businesses that offer skilled expertise and hands-on services across a wide range of fields—from construction, electrical work, worksmiths, and plumbing to hairstyling, aesthetics, and wellness services, as well as professional services like legal support, accounting, consulting, and marketing. Within Indigenous entrepreneurship, this industry also includes tradespeople and professionals who are creating opportunities, preserving traditional techniques, and contributing to community development through their specialized skills and services.

## Food & Drink

The Food and Drink category includes businesses that create, sell, and serve food and beverages—such as restaurants, food trucks, cafes, packaged food brands, and specialty stores. These ventures provide nourishment, convenience, and cultural connection, often becoming hubs of community and creativity. Within Indigenous entrepreneurship, food and drink businesses play a vital role in sharing cultural food knowledge, celebrating traditional recipes, and revitalizing Indigenous cuisines.

## Creative

The Creative category is for entrepreneurs who produce original artistic works or services, including visual arts, crafts, music, film, writing, design, and multimedia. This category supports individuals who express their culture, stories, and innovation through creative outlets that connect them to the community and their stories. Within Indigenous entrepreneurship, it also includes artists and creators who are preserving culture, language, and traditions, using their gifts to strengthen cultural connections.

## Youth

The Youth category is for Indigenous entrepreneurs aged 21 and under who have already started a business or have a strong vision to launch one. This category supports young leaders who are building or developing innovative ideas that reflect their passion, creativity, and community values.

## Startup

The Startup category is for entrepreneurs who have a business idea or are in the early stages of launching their venture. These businesses may not yet be fully operational but have a clear concept, strong vision, and a plan to move forward. Entrepreneurs in this category are seeking support, mentorship, or funding to turn their ideas into reality.

## Technology

The Technology category is for entrepreneurs developing innovative solutions using digital tools and emerging technologies—such as mobile apps, web platforms, virtual and augmented reality (VR), cybersecurity, gaming, and more. These businesses aim to solve real-world problems, improve daily life, and expand access to new opportunities. Within Indigenous entrepreneurship, this category also supports technological literacy, while offering new pathways to preserve culture and strengthen community through tools that reflect Indigenous knowledge systems.

## Fashion

The Fashion category is for entrepreneurs who design and create their own clothing, beadwork, or wearable art. This category highlights makers and designers who bring their unique style, culture, language, and creativity to life through original fashion pieces. It supports those who are hands-on in the production process, from concept to creation, whether working with traditional methods, modern techniques, or a blend of both.