

New Beat

New College



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Personal Finance Is Simpler Than Ever

At **York Trading Club**, we analyze stocks out of passion but even the best of finance students might overlook the importance of managing personal finance wisely. Sure, trading stocks comes with a high risk of loss, but it is almost just as easy to lose your savings over the holiday season or impulsive online purchases.

As university students, we have access to various exclusive perks, the most evident being the student accounts offered by the “Big Five” banks; RBC, BMO, TD, Scotiabank, and CIBC. With a student account, you pay less in monthly fees and can receive an overdraft feature allowing you to withdraw a small amount of cash for emergency. Additionally, you may be eligible for a secured credit card which takes a deposit to open; how much you can spend is the same as how much you deposited. A secured credit card can help you manage spending over time while simultaneously building a good credit history.

If you are interested in growing your savings without learning any advanced stock-trading techniques, you should definitely take a crash course on ETFs (Exchanged-Traded Funds). ETFs take a stock market index, like TSX or S&P 500, and replicate the holdings to track their performance over time (most ETFs are passively managed). In finance, we learn that over time the stock market al-

most always has positive growth, which means if you plan to save your money for long-term goals, like law school or a condo down payment, ETFs can help you achieve your goals.

Another advantage of an ETF is that they are often at a much lower cost than mutual funds. In fact, ETFs are going expense-free with a lot of issuers cutting expenses by a large margin, making it a great choice for investing on the side.

Lastly, a lot of ETFs are great in terms of liquidity, if you invest your money in a TFSA on ETFs, you should be able to liquidate your positions and get your proceeds without much fuss.

Today, there are more ways than ever before to easily manage savings and invest effortlessly. It might seem like a lot of work, but it really is not! To learn more on personal finance topics, make sure you register for the workshops we host throughout the semester!

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Tips on How to Stand Out to Get the Job YOU Want

Job hunting can be an incredibly daunting thing to do. Maybe you're not getting responses or are constantly worrying about what to do to improve yourself. It's definitely not something easy. With increasing competition in the market, it's become crucial that you know how to stand out from the crowd and really highlight your strengths in a short amount of time in order to get the job you want. This year, we, the Atkinson Professional Accounting Association (APAA), hosted numerous events in order to help our members prepare themselves for this. Whether it was our networking 101 event with RBC on Campus, or Career Edge's LinkedIn and Personal Branding workshop, there was definitely a lot to take away from the events!

We've compiled a short list of some important things that we've learnt from them that can help you prepare for the job hunt!

Develop a Personal Brand

Through Career Edge's workshop we've learnt the importance of personal branding in the job hunt and tips on how to stand out from the rest of the crowd. Developing a personal brand really helps give you an identity amongst the rest by highlighting your passions, strengths, your character and more. To figure out what your personal brand is, Jeff Bezos, the founder of Amazon said, "Your brand is what people say about you when you're not in the room."

Use LinkedIn

In order to showcase your personal brand, one tool you can use is LinkedIn. LinkedIn is a business and employment-oriented service that one can use to help others find you and better understand who you are. It allows you to present your career objective, current work positions, volunteer experiences, schooling and accomplishments related to your professional career. It also allows you to

keep in touch with your network, and create articles and posts to enhance your presence online.

Build a Strong Network

Networking can be something that's scary and unnatural at first, but it's important to stand out and develop meaningful connections. These days, many job positions are never advertised and are rather spread through word of mouth. Having a well-established network of professionals and peers can really help you meet new people within your field and open you up to opportunities that you may have not had access to before. Through RBC on Campus' Networking 101 event, we learnt the importance of networking.

We hope these tips will come in handy for students in the future! As a member of APAA, you'll have access to numerous events where you can learn more and talk to many professionals within the business field. Our APAA executive team is currently hiring as well! Check out our Instagram ([@apaayorku](https://www.instagram.com/apaayorku)) for more information about the process.

Writers:

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The Atkinson Professional Accounting Association is a student run organization founded in 1998 that serves to encourage leadership, professionalism, and excellence in the School of Administrative Studies' accounting students.



5 Powerful Tips On Launching Your Business

Do you have a passion you want to take to another level? Do you have an idea you want to pursue as a business but are scared? Starting a business can be scary especially if you're a student on a budget, or have little idea about how to bring your business to life. Well in this article I will be sharing 5 tips on launching your own business over the summer!

Success is a Mindset



Everything you do starts with your mind. It is extremely important to be in the right mindset when you're starting your own business. Bringing an idea to life and creating a business is similar to starting anything new – you have to believe you can succeed and realize things may take more time than anticipated, especially when you face difficulties along the way. There are many ways you can create the success mindset. Some of my favorite ways are to read informative books and listen to interesting podcasts. Make this a daily habit and you're already on your way to success.

Network is a Powerful Tool



Networking is extremely crucial in the business world as it creates your professional connections. I believe that everyone you meet knows something you don't, so take the time and the opportunity to learn from them and add to your knowledge. Meeting professionals or individuals related to your field, can help you take further steps into starting up and getting help along the way. If you're a student, you may be thinking where you can network with professionals and

build relationships. The best way that has worked for me is to go to social and networking events that are held by your school! You can meet a lot of new people who are more than willing to help you reach your goals and become successful.

Don't Have the Finances?



If you're a student looking to start a business, there are many programs that will help you out financially by providing you with generous funding for the summer. An excellent source to check out if you're having a difficult time with developing your idea is <http://www.vaughan.ca/business/startup/Pages/default.aspx>, a site which helps young entrepreneurs innovate and broaden their mindset. Another great resource for funding and connecting with the right individuals is <https://www.ontario.ca/page/entrepreneurship-funds-and-resources-people-under-30>.

Create a Plan and Know Your Audience



It's important to know your product and even more important to know your audience. It's no use promoting your business to people who are uninterested or not potential buyers. Marketing to the right people can get your business to the next level. As the 80/20 rule applies, 80 percent of your sales come from 20 percent of your customers. Research is a mandatory process as you will need to gain a deeper understanding of the market and your potential customers. Observe your competitor's marketing strate-

gies and try to add a unique touch to make your company stand out.

Branding is Key



Once you have a plan of who your target market is and have developed the basics of your business, it's time to move onto another crucial step of starting up. This is where you will develop a logo and come up with your business name. Branding is one of the most integral part of any business so you have to be consistent across all the platforms on social media as well as your website. Create something that stands out and makes people excited to be purchasing your product or service. This builds a business to consumer relationship, which will make them a returning customer.

Ready to Begin?

Now that I have shared these 5 powerful tips with you, what are you waiting for? Remember the first step to success is to start. Nothing great has ever happened without a leap of faith. Good luck!

Writer: Jayna Dheer, Public Relations Associate at Entrepreneurship Development Association (EDA)

Launch Weekend Recap

Entrepreneurship Development Association's Launch Weekend was a resounding success but if you missed it here's what happened.

Day 1: Greatness, from small beginnings

Launch Weekend's day 1 kicked off with an icebreaker where attendees had to come up with a business idea using two random words. Let's just say our attendees came up with some interesting

and funny ideas. After the icebreaker, it was time to get serious; roll up our sleeves and pitch an idea in 60 seconds. The pitch included the problem, the solution, what the pitcher needs in terms of personnel to accomplish and the company name. Later the top 10 ideas were voted on, teams were formed and the initial layout was discussed over dinner.



Attendees in line waiting to pitch (Game faces on!)



Well would you look at that, EDA's very own Pranav got pitching too!

Day 2: On your marks, Get set, Go!

We started off with breakfast followed by two workshops on lean canvas model and validation respectively. Now it was time for the teams to discuss how to get their idea up and running. There were logistics, financials and all sorts that needed to be sorted. Once that was done there was the third workshop on how to pitch your business. Finally, we concluded with dinner and teams were prepping for the next day.



Shout out to all the mentors that volunteered their time to help guide our teams!

Day 3: Launch Initiated

The most exciting day of the weekend where teams had to finalize, practice and give their final pitch. Like Day 2, we started off with breakfast and later on the mentors/coaches arrived and teams began giving practice pitches and received feedback. Teams were given another few hours to iron out the details, practice and finalize. The judges arrived shortly and it was game time. What a wonderful time it was and so many great ideas surely gave the judges some headaches.



3rd place—At Your Service: A mobile application and website, providing personal care services, such as haircut, eyebrows, and nails, targeted to student campuses and housing in the immediate area to eliminate travel and search times.



2nd Place—STECH: A car safety system that detects driver distress through a steering wheel implant, able to take appropriate action to safely remove the vehicle from the road.



1st Place—Drone Navy: A drone airbag and a parachute accessory system to protect people, the camera and all other important features of a drone.

Thank You!

To all those that attended and made it a successful event whether it be the participants, the mentors, or the judges, EDA gives its sincerest thanks!

Now that the event is over, time to kick on, study hard for exams and pursue existing or new ventures. We would like to end off with one of our favourite quotes by Napoleon Hill *“Whatever the mind can conceive and believe, the mind can achieve.”*

This is EDA, signing out.



EDA Superstars!

Writer: *By Absar Khan, Public Relations Associate at Entrepreneurship Development Association*

Want to Write for New Beat?

We are looking for talented writers to contribute to our next edition of “New Beat”. Submit events, stories, opinions or anything that you feel is interesting.

Everyone is welcome and we are open to anything. Everything you submit helps benefit the New College community! If you have any questions, feel free to ask!

Submit Here: ncnews@yorku.ca