



# A Turnkey Pathway to Economic Empowerment

The Lash Extension Certification & Microbusiness Launch Program



# Bridging the Gap Between Aspiration and Opportunity in Manitoba

Many Manitobans—particularly youth, Indigenous peoples, and residents of rural communities—face significant barriers to stable employment. Traditional training is often too long, too expensive, or geographically inaccessible.

“Lash artistry offers a uniquely effective pathway to economic participation due to its low barrier to entry, rapid time-to-income, and flexible work structures ideal for self-employment.”



**Certification**



**Tools**



**Mentorship**

Our Solution in Brief: We provide industry-recognized **Certification**, all necessary professional **Tools**, and one-on-one **Mentorship** to launch a sustainable microbusiness.

# Anchored in Proven Professional Excellence

**Organization:** Lavilash Beauty Lounge

**Location:** Unit G - 2211 McPhillips Street,  
Winnipeg, Manitoba

**Established:** 2016

**Track Record:** A decade of successful operation demonstrates stability, market knowledge, and sound business acumen. Known for unwavering commitment to quality, safety, and client care with a 5.0-star rating.





## Led by a Master Technician with a Community-Centred Vision

### Dao Lung

- Master Lash Technician with 12 years of industry experience.
- 10 years as a respected educator and certifier.
- Owner and operator of Lavilash Beauty Lounge since 2016.

### The Critical Difference

*Prior to entering the beauty industry, Dao worked as a paralegal supporting residential school survivors. This formative experience is the foundation of our program's trauma-informed, patient, and empowering instructional approach.*

# The Systemic Barriers to Economic Participation in Manitoba



## Geographic Isolation

Limited access to affordable, short-term vocational training, especially outside of Winnipeg.



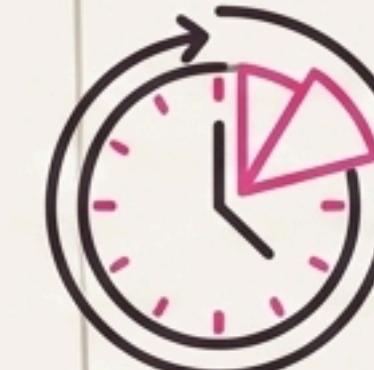
## Financial Hurdles

Prohibitive costs of both tuition and the essential start-up equipment required to generate income.



## Mentorship Gaps

A lack of professional guidance after certification, leaving graduates to navigate business launch alone.



## Structural Inflexibility

The need for flexible work that accommodates caregiving responsibilities or inconsistent access to formal employment.

# The Lash Extension Certification & Microbusiness Launch Program

## A Program Designed to Break Barriers

- **Structure:** An intensive, 2-day in-person certification course.
- **Accessibility:** Open to participants aged 15+, delivered in Winnipeg and directly within rural & remote communities.
- **All-Inclusive Investment:** \$2,500 CAD per participant.

## What is Included

- 1 **Industry-Recognized Certification**  
Graduates are qualified to practice immediately.
- 2 **A Complete Professional Starter Kit**  
A 'business-in-a-box' to eliminate startup costs.
- 3 **One-on-One Mentorship**  
5 hours of personalized post-program support with Dao Lung.

# More Than a Certificate: The Tools for Immediate Income

**The Professional Starter Kit:** We eliminate the #1 barrier to launching a business: startup equipment costs. **This is not a student sample pack.**



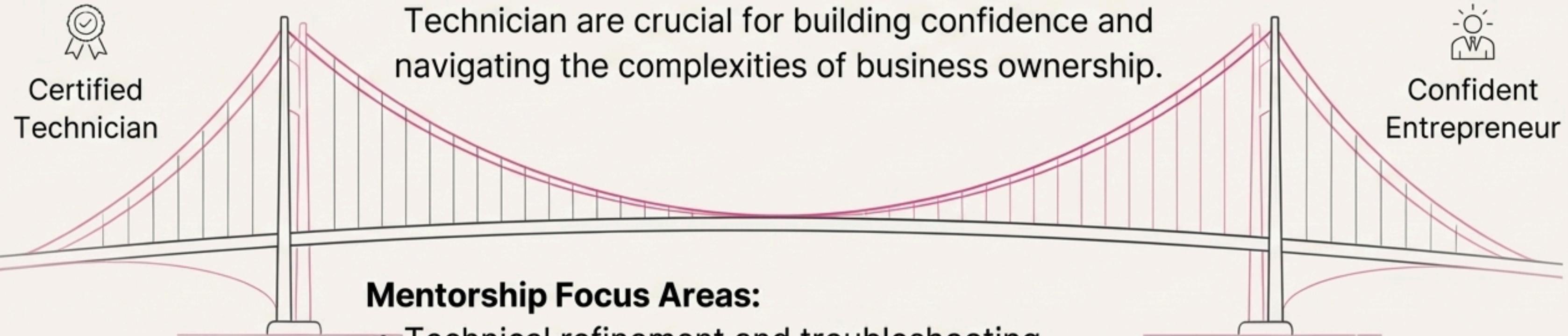
**~\$1,200 CAD**  
Value

**40-60 Clients**  
Service Capacity

**\$5,000**  
Potential Initial Income

# The Bridge to Success: From Technician to Entrepreneur

A certificate **alone is not enough**. The five hours of dedicated, one-on-one mentorship with a Master Lash



## Mentorship Focus Areas:

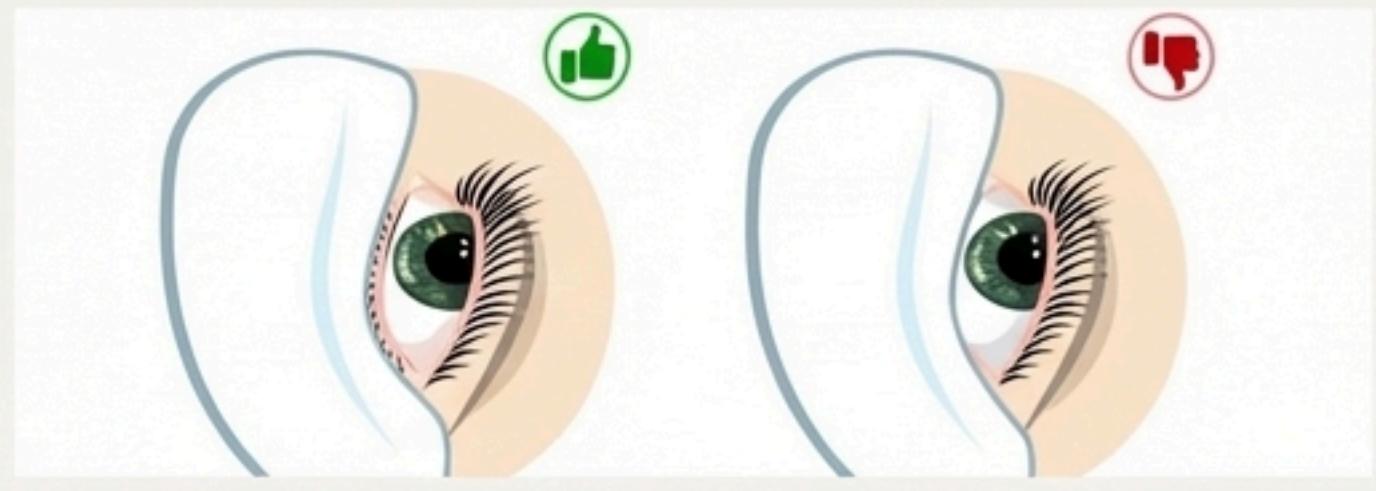
- Technical refinement and troubleshooting.
- Business setup (pricing, marketing, client intake).
- Navigating mobile and home-based service models.
- Establishing professional boundaries and client safety.

# A Curriculum Built on a Foundation of Safety and Excellence

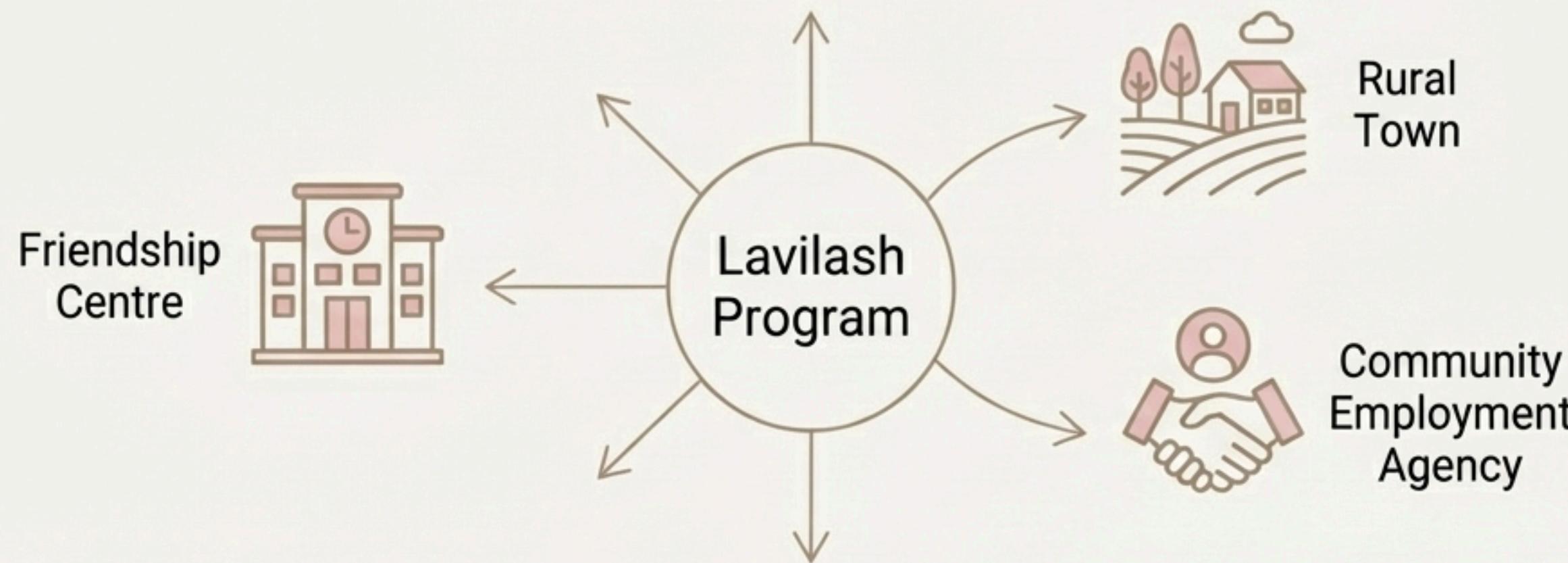
Our curriculum is meticulously designed to ensure graduates are not just technically skilled, but are safe, hygienic, and professional practitioners who protect client health above all else.

## Key Curriculum Modules:

- Lash Anatomy & Growth Science
- Adhesive Science & Environment Control
- Flawless Isolation & Application Technique
- Health, Safety & Allergic Reactions
- Sanitation & Professional Practice



# We Go Where We Are Needed: A Community-Based Model



## 1. Partnership-Driven Delivery

We actively partner with Indigenous organizations, Friendship Centres, and community employment agencies to ensure our programming is community-led, culturally relevant, and meets local needs.

## 2. Travel-to-Community Instruction

By delivering training directly in rural and remote communities, we eliminate prohibitive access barriers like travel costs and time away from home, strengthening local economies from within.

# An Inclusive Space: Our Trauma-Informed Instructional Approach

Informed by our instructor's experience supporting residential school survivors, our program prioritizes creating a learning environment that fosters safety, trust, and empowerment.

## Key Principles in Practice:

- **Safety & Predictability:**

A clear, structured schedule and transparent expectations.

- **Empowerment, Voice & Choice:**

The goal is self-efficacy and agency over one's economic future.

- **Trust & Transparency:**

A mentorship-based relationship built on patience and respect.

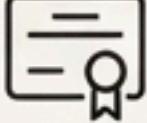
- **Cultural & Gender Inclusivity:**

A welcoming and respectful space for all participants.

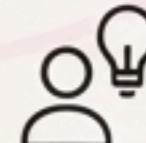


# The Ripple Effect: Empowering Individuals, Strengthening Communities

## Participant Outcomes

-  Receive an industry-recognized vocational certification.
-  Launch a microbusiness with zero startup equipment debt.
-  Develop transferable skills in client management, finance, and marketing.
-  Increase in self-confidence, professional skills, and economic agency.

## Community Impact

-  Creation of new, local micro-enterprises.
-  Increased access to services in rural and remote areas.
-  Strengthened local economic resilience.
-  Positive role models for youth entrepreneurship.

# Measuring What Matters: Our Commitment to Accountability

We are committed to rigorously measuring our program's success and impact through the following Key Performance Indicators (KPIs).

Metric	Measurement Tool	Success Indicator
<b>**Program Completion**</b>	Certification Records & Checklist	>90% of participants certified
<b>**Income Activation**</b>	3 & 6-Month Post-Program Surveys	>70% of graduates generating income
<b>**Skill Mastery**</b>	Instructor Live Model Assessment	100% of graduates meet safety standards
<b>**Participant Confidence**</b>	Post-Program Feedback Forms	>95% feel equipped to start their business

# A High-Return Investment in Human Potential

**\$2,500<sup>+ GST</sup>**  
INVESTMENT PER PARTICIPANT

## This Single Investment Delivers:

- A marketable skill and industry-recognized certification.
- A complete, professional “business-in-a-box” (\$1,200 value).
- Personalized 1:1 mentorship for a successful launch.
- A direct and immediate pathway to economic self-sufficiency with a potential initial return of \$5,000.

# Building Sustainable Futures, One Entrepreneur at a Time

**Core Vision:** This program is more than training; it is an engine for local economic development. By equipping individuals with skills, tools, and support, we cultivate a network of confident micro-entrepreneurs who build resilience and create opportunity within their own communities.

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