

APPENDICES

Appendix A

Overview of Starter Company Plus Program

Starter Company Plus provides training, mentoring, and grant opportunities for eligible participants to start, expand, or buy a small business. The program aims to address local and/or regional economic development needs, and where appropriate, focuses on specific industries and sectors.

Intake periods/training schedule below:

Intake	Application Deadline	Training Months	Presentation to Economic Development Committee	Mentorship & Monitoring
1	Apr. 7, 2017	Apr. – Jun. 2017	Jul. 2017	Jul. – Dec. 2017
2	Aug. 25, 2017	Sept. – Nov. 2017	Dec. 2017	Dec. 2017 – May 2018
3	Jan. 31, 2018	Feb. – Apr. 2018	May 2018	May – Oct. 2018

Once the Applicant is accepted into the program, they become known as the Participant. The Participant will be required to complete the three-month training program.

The Participant will be required to attend a minimum of five (5) seminars from the schedule. Three (3) of these workshops will be mandatory, and with the remaining two (2) will be chosen from a list of elective seminars. The mandatory seminars may include, but are not limited to, topics such as business plan writing, market research, and basic bookkeeping. Elective seminars may include, but are not limited to, topics such as e-commerce, finance, human resources, marketing/sales, or social media.

Each seminar will last approximately two (2) hours in length. Seminars will be hosted throughout Bruce County, and the Participant will be required for their own transportation and associated costs.

A major component of this program is the creation of a solid business plan. This will be the fundamental piece to be completed during the training stage. It is absolutely vital and required that the Participant meets with the Business to Bruce team on an ongoing basis to provide status updates on their business plan, acquire assistance when needed, and ensure that their plan is feasible and well-written. If the Business to Bruce team feels the Participant is not meeting the business plan requirements, they will have the right to not allow the Participant to present to the Grant Committee and lose out on the chance to receive the grant.

If the Participant successfully completes the training requirements and has their business plan ready, they will be able to present their business plan to the official Grant Committee team. The Committee will score the Participant's business plan and presentation to determine if they will receive the grant money. If successful, the Participant will receive a cheque 75% of the maximum grant amount.

The Participant will then enter the monitoring stage for approximately six months, which will include partaking in monthly meetings with a local mentor, and bi-monthly meetings with Business to Bruce staff to ensure the business and financials are operating as planned. If the Participant successfully completes the monitoring stage, they will receive the remaining 25% of the grant money.

*Note the information, dates, and schedules on this sheet are subject to change