

BUSINESS  BRUCE

StarterCompany

Program Description and Eligibility

2017

BUSINESS TO BRUCE SERVICES & STARTER COMPANY PLUS

The function of the Business to Bruce program is to support business development, business recruitment and business enhancement. This program focuses on inspiring, attracting and supporting business owners and entrepreneurs by engaging and mobilizing the local business communities and municipalities while using County level resources to give the project reach and scale.

The County, in partnership with the Government of Ontario, recognizes the importance of supporting entrepreneurs of all ages through their journey into entrepreneurship and through business expansion. It is for this reason that the County of Bruce and the Government of Ontario have invested in providing training, mentorship and monetary funds to local small business owners in the form of the **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.

ELIGIBILITY CRITERIA

In order to be eligible for the Starter Company Plus program, applicants must be:

- 18 years of age or older at the time of registration;
- Proposing a new company, expansion of an existing company or buying a business in Ontario;
- Not attending school full time nor returning to school;
- Resident of Ontario;
- Canadian citizen or permanent resident;
- Not enrolled in other provincial employment or self-employment related programs that include or do not include financial assistance;
- Not currently enrolled concurrently in any self-employment or entrepreneurship; training/financing programs offered by government funded organizations
- Have not received a Starter Company Grant in the past;
- Must be able to demonstrate 25% cash or equivalent to the business
- Businesses fitting the following characteristics will be looked upon more favourably as they fall with the County's Economic Development Strategic Goals:
 - Showing a potential to enhance one of the County's three main Sectors: Agriculture, Tourism and Energy
 - Showing a potential to expand: including but not limited to; staff, square footage, additional location, product line(s), etc.
 - Potential to fill downtown commercial vacancies



PROGRAM OUTLINE

1) Application Process

- Interested individuals will fill out an application form which will outline all of the requirements to the program

2) Intake/ Training Process

- All program participants will participate in the mandatory training component of the program. The Training portion will consist of seminars and workshops that may take place in a classroom, group or one-on-one setting.
- Seminars/ workshops will consist of: business planning, financial forecasting,
- Mentorship:
- Individuals who fulfill the necessary training components will move onto the Grant Submission stage.

3) Grant Submissions

- Individuals will have an opportunity to present their business plan to the Committee who will decide the successful Grant Recipients.

COMMITTEE

A group of local business experts or entrepreneurs who will have the opportunity to review all the submitting business plans prior to the presentations and make their decision on who will successfully receive the grant money.

GRANTS

Each grant will be in the sum of \$5, 000. Successful individuals will have six months to spend the first installment of the grant (\$3, 750), and will receive the final installment (\$1, 250) after successfully completing the monitoring stage of the program. Recipients must retain all receipts from their expenditures and submit them to Business to Bruce.