

2021 PROGRAM CALENDAR

MANDATORY TRAINING SEMINARS

- **April 1** Program Orientation & Speedy Networking 12:30 – 2:00 pm
Welcome to Starter Company Plus! This interactive session will begin with a detailed overview of the SCP program and an opportunity to get to know your fellow participating entrepreneurs.
- **April 8** Starting A Small Business 12:30 – 2:00 pm
Learn how to navigate through the federal, provincial and municipal government programs, services and regulations that may apply to your business.
- **April 22** Writing a Business Plan 12:30 – 2:00 pm
A solid business plan is an important document that can charter your success and help prepare you for the unknown. Understand the function of each section, and how you can develop a solid business plan to help guide your business, strategize for the future, and present to potential investors such as the SCP Grant Committee.
- **May 6** Market Research 12:30 – 2:00 pm
Discover what market research is and how to create an effective market research campaign. Learn more about your industry, your customers and the markets you serve. This information can ultimately help you to make informed decisions that can maximize the potential of your business.
- **May 20** Speedy Networking 12:30 – 2:00 pm
Continue getting to know all of the participants in Starter Company Plus and what they have to offer. The possibilities to grow your professional network and develop new business-to-business opportunities are endless.
- **May 27** Entrepreneur Mentorship Roundtable 12:30 – 2:00 pm
Learn from those who have overcome hurdles and achieved success in their enterprises. This is an opportunity to connect with experienced entrepreneurs who have been where you are now.
- **June 10** Preparing Financial Projection 12:30 – 2:00 pm
Working through a case study, you will learn how to prepare a start-up budget, cash flow statement, and financial projections. This is a great opportunity to better your understanding of the financial statements required for the SCP Grant Committee.
- **June 17** Finance Mentorship Roundtable 12:30 – 2:00 pm
Learn from those who have personally achieved or help others achieve the financial goals your business is working towards. Ask questions and learn from Finance professionals as they address topics concerning entrepreneurial finance.
- **June 24** Pitch Training & SMART Goal Setting 12:30 – 2:00 pm
Perfect your elevator pitch and convince investors and financial institutions why your business has what it takes to succeed. Learn tips and tricks to better improve your chances for success with the SCP Grant Committee.

ELECTIVE TRAINING SEMINARS (must attend a minimum of 3)

- **April 14** Bootstrap 101 12:00 – 1:00 pm
Starting a new business on a limited budget without investor involvement is called 'bootstrapping'. In this seminar you will learn about various free resources and techniques small business owners can use in Marketing, Social Media, Finance, Project Management and more to reach your business goals while saving money.
- **April 28** Marketing Basics 12:00 – 1:00 pm
This course is an introduction to the basic principles of marketing. Discover how to communicate the value of your product or service to customers. Learn more about the most effective communication channels that apply to your business from a local industry-leader.
- **May 12** Succeed with Social Media 12:00 – 1:00 pm
Learn about Social Media Marketing for your business and how you can establish your brand effectively and efficiently. This seminar will share advice on how to maximize your strategies and what social media channels are best suited for your type of business.
- **May 26** Bookkeeping Basics 12:00 – 1:00 pm
Understand and develop the necessary steps to maintaining accurate and effective records for tax, banking and payroll purposes. Our guest speaker will help business owners navigate this tricky subject and is always eager to answer your questions.
- **June 2** Understanding Financial Statements 12:00 – 1:30 pm
Developing a financial plan is critical to the success of any business. The financials validate the business plan by confirming that the objectives set are achievable and it also helps set financial targets. In this seminar, you will learn about planning a solid financial future for your business.
- **June 16** HR for Small Businesses 12:00 – 1:00 pm
All employers have legal obligations under various pieces of legislation that affect employment in Ontario, whether they have 1 employee or 100! This seminar is designed to introduce fundamental HR concepts to small business owners and help them understand the legislation that governs employment practices in Ontario.

NETWORKING EVENTS (must attend at least 1)

Mingle with other business professionals in the community and expand your connections at a monthly virtual networking event hosted by the Chamber of Commerce. Must pre-register as limited spaces are available. Specific dates and time to be determined in advance.

- **May**
- **June**
- **July**
- **August**

PITCH PRESENTATION

Participants who successfully complete all training requirements and submit a comprehensive business plan may have the opportunity to pitch their business to the SCP Grant Committee for a chance to earn up to \$5,000. Pitches will be delivered over two days. Individual dates and times will be assigned in August.

- **September 23**
- **September 30**

IMPORTANT DEADLINES

Remember we are always here to help! We strongly encourage you book a monthly one-on-one consultation where you can discuss elements of your business plan and have the opportunity to work on it with the Program Coordinator and Regional Business Centre staff. Reach out to gather additional information to include as part of your Market Research or work together on creating your Financial Statements.

Business Plan due dates:

- First submission for review by Program Coordinator – **August 2**
- Final submission for evaluation by Grant Committee – **August 30**

PowerPoint Pitch Presentation due date: September 20

