

2020 PROGRAM CALENDAR

MANDATORY TRAINING SEMINARS

- **January 9** Program Orientation & Starting A Small Business 12:30-2:30 pm
Welcome to the Starter Company Plus program and get to know your fellow Entrepreneurs. Learn how to navigate through the federal, provincial and municipal government programs, services and regulations that may apply to your business.
- **January 16** Writing a Business Plan 12:30-2:30 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.
- **February 6** Market Research 12:30-2:30 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.
- **February 27** Preparing Financial Projection 12:30-2:30 pm
Working through a case-study, you will learn how to prepare a start-up budget, cashflow statement, and financial projections. This is a great opportunity to better your understanding of the financial statements required for the SCP Grant Committee.
- **March 12** Entrepreneur Mentorship Roundtable 12:30-2:30 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.
- **March 26** Finance Mentorship Roundtable 12:30 – 2:30 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.
- **April 9** Pitch Training & SMART Goal Setting 12:30-2:30 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 4)

- **January 23 Bootstrap 101** 12:30-2:30 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. Presentation delivered by Glenn Paquette, co-founder of Atomic Growth and a Starter Company Plus Alumni.
- **January 30 Marketing Basics** 12:30-2:30 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 industry-leader, Jeff McIntyre of Fuel Media.
- **February 13 Bookkeeping Basics** 12:30-2:30 pm
Understand and develop the necessary steps to maintaining accurate and effective records for tax, banking and payroll purposes. Nadia Robert, of Baker Tilly LLP., helps business owners navigate this tricky subject and is always eager to answer your questions.
- **February 20 Understanding Financial Statements** 12:30-2:30 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. Learn about planning a solid financial future for your business from Jesse Longlade, management consultant for Baker Tilly LLP.
- **March 5 HR for Small Businesses** 12:30-2:30 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. Presentation delivered by Jodie Desrochers, founder of HR Werx and a Starter Company Plus Alumni.
- **March 19 Exploring E-Commerce** 12:30-2:30 pm
Online sales are becoming more and more significant every year for many businesses. In this session presented by Jeff MacIntyre, marketing director of Fuel Media, you will learn how to leverage online platforms to boost your bottom line.
- **April 2 Succeed with Social Media** 12:30-2:30 pm
Learn about Social Media Marketing for your business and how you can establish your brand effectively and inexpensively. Briana Fram, Marketing and Promotions Officer for CGS Economic Development, will share advice on how to maximize your strategies for social media.

OPTIONAL WORKSHOPS

Bring in your laptop and work-in-progress for these hands-on workshops. Team members from the Regional Business Centre will spend time answering your individual questions. Plus this is a great chance to brainstorm and work together with your fellow Entrepreneurs. 12:30-2:30 pm

- **March 3 – Business Plan Workshop**
- **March 24 – Financial Plan Workshop**
- **April 7 – Business Plan Workshop**

NETWORKING EVENTS (must attend at least 1)

Mingle with other Entrepreneurs and exchange business cards at a monthly networking event hosted by the Chamber of Commerce. 5:00-7:00 pm (locations TBD)

- **March 17**
- **April 14**

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 a two days. Individual dates and times will be assigned in May.

- **June 18**
- **June 25**

IMPORTANT DEADLINES

Remember we are always here to help! We strongly encourage you book a monthly one-on-one consultation where you can bring in 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 – **April 26**
- Final submission for evaluation by Grant Committee – **May 24**

PowerPoint Pitch Presentation due date: June 15

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