

Grant Recipients

STARTER COMPANY **PLUS**
ENTREPRISE EN DÉMARRAGE



2019

About Us

Starter Company Plus

www.regionalbusiness.ca/startercompanyplus

The Starter Company Plus program provides mentoring, training and the opportunity of a grant up to \$5,000 to start, grow or buy a small business. The program provides: training and business skills development to further coach participants in running their own business; advice and mentorship from local business leaders; assistance in writing a comprehensive business plan to better position participants in obtaining financing; and a micro-grant to kick off a new or expanding business.

The Starter Company Plus program, facilitated by the Regional Business Centre, is funded by the Ontario Ministry of Economic Development, Job Creation and Trade, together with the Greater Sudbury Development Corporation's Community Economic Development funding to provide support to local entrepreneurs within our community. In addition to professional development and financial support, past participants have credited the program for assisting with job creation and encouraging new business-to-business opportunities.

Regional Business Centre

www.regionalbusiness.ca

The Regional Business Centre is a one-stop source for information and guidance on starting, expanding and operating a business. Entrepreneurship is the cornerstone of our local economy. With the support of our collaboration network, the Regional Business Centre is hosted within the Economic Development Division of the City of Greater Sudbury. Our Centre has supported thousands of entrepreneurs since its inception in 1995. We are one of 57 small business enterprise centres across Ontario.

The Regional Business Centre is proud to serve Greater Sudbury, Espanola, Manitoulin Island and the surrounding areas. Whether you are an aspiring entrepreneur or existing business owner, we are here to help. We provide the following services to help you succeed, free of charge:

- One-on-One Consultations
- Events, Networking Opportunities and Seminars
- Guidance on Licenses, Permits, Registration and Regulations
- Market Research
- Business Plan Support
- Community Outreach
- Business Resources Library
- Financing and Funding Guidance
- Referrals to Professional Services
- Business Registration



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2019 Starter Company Plus (SCP) Grant Recipients

Blackout Tattoo Removal

www.blackoutremoval.com

A judgment free space using state of the art laser equipment to provide tattoo fading, removal and selective ink clearance. After successfully completing SCP, Blackout Tattoo Removal used the awarded \$5,000 grant towards marketing the new business, which celebrated its grand opening in June 2019 and has quickly surpassed its initial financial projections. Blackout Tattoo Removal is located at 2153 Armstrong Street in Sudbury's South End.

Cablewave Utility Services

www.cablewave.ca

Owner, Anthony McRae, credits SCP for the knowledge shared by local business experts and the mentorship provided to prepare a proper plan to expand his utility engineering services across Ontario. The grant money was used to purchase advanced equipment and training to further enhance the business's service offerings. The expansion of Cablewave Utility Services has resulted in the creation of three new employment positions.

Charles Fink Karate Dojo

www.finkdojo.com

Academic – Athletic – Authentic... that is the Dojo motto. The Charles Fink Karate Dojo is a karate school dedicated to the practice of classical Japanese Goju Ryu karate in a safe and collegial setting. The Dojo invested the awarded SCP grant into a marketing plan developed throughout the program, which quickly resulted in an increase in membership numbers. The Charles Fink Karate Dojo is located at 3000 Falconbridge Hwy in Garson.

Dr. Renee Laframboise, Chiropractor

www.heallivethrive.ca

Dr. Renee is a family wellness chiropractor who practices in a unique manner that emphasizes neurological health through overall spinal mechanics. She is using the \$5,000 SCP grant to further distinguish herself from competitors with advanced new treatment equipment and techniques. For the convenience of her patients, Dr. Renee practices out of two locations in Sudbury's South End and in Azilda.

Espanola Coffee Roasters

www.espanolacoffeeroasters.com

A coffee roasting business which focuses on high quality, specialty blends available for both wholesale and retail purchase. Through SCP, owner Dan Massicotte expanded his knowledge on all subjects related to business, positively restructured his pricing to result in higher profit margins, and used networking opportunities to establish new accounts with over 7 additional retailers in Greater Sudbury. Just to name a few, this delicious coffee is available for purchase in locations such as The Nickel Refillery, The Essential Cove, The CreateHive and Your Independent Grocer (Lively and Espanola).

Testimonial:

"The Regional Business Centre is a wealth of knowledge and resources from the local to national level, whatever industry you are planning to enter or expand into, the Regional Business Centre should be your first stop to get started. The Regional Business Centre has assisted me in starting my company back 2014 to now, in STARTER COMPANY PLUS, helping put my expansion plans to paper with market research and the assistance from local business experts that share their experiences and knowledge to build upon. Preparing a proper plan, vision and goals to follow through on, without a doubt will assure my company's continued success".

~ Anthony McRae, Cablewave Utility Services



Fancy to a Tee

www.fancytoatee.com

Fancy to a Tee is a locally-owned women's clothing line which takes pre-loved textiles, such as graphic tees, and transforms them into one-of-a-kind wearable art. Some of the most popular graphics categories found on her dresses, skirts and tunics include music bands, video games, sports teams, and vintage movies/tv-shows. Designer Nancy Laviolette believes SCP provides an environment which helps entrepreneurs build a solid foundation to grow their businesses and is using the grant towards marketing activities of her unique brand. Fancy's designs can be purchased on-line, at pop-up markets, and The Backstreet Gallery in French River.

forEver Baby & Kids

www.foreverbabykids.ca

A children's lifestyle accessories brand which creates handmade, high quality hair accessories, bow ties and scarves. Owner Jessica Taylor invested the SCP grant in upgraded equipment which has increased production resulting in her e-commerce sales doubling and the opportunity to increase the number of her wholesale accounts. forEver Baby & Kids actively launches new seasonal collections through their e-commerce store, and can be found in local retailers such as Wallflower and Jump Baby Store.

Fourth Avenue Designs

www.fourthavenuedesigns.ca

With a focus on custom wood quote signs, this home décor business captures the emotions of their clients and uses words to inspire them daily. Awarded with a \$5,000 SCP grant, Fourth Avenue Designs will be purchasing equipment to expand into an assortment of new products that compliment their current brand. Fourth Ave. signs can be purchased on-line, at Makers North Markets or The CreateHive (Sudbury and North Bay). Also worth mentioning, as creating one of a kind signs is their specialty, many fellow SCP participants commissioned Fourth Ave. to make custom signs of their business name, logo or slogans.

Good Grab Inc.

www.goodgrabinc.com

A local catering service which provides healthy Grab n' Go lunches to businesses in the Sudbury area. Good Grab Inc. used the SCP grant money to purchase new equipment and storage space solutions to allow the business to expand with job creation and increased production in order to take on large corporate catering events. Each day, fresh lunch bowls, wraps and salads can be found in local cafes such as Old Rock Coffee, Salute Coffee Company, Frubar Juicery and Be Greater Organics.

Good Stuff Box

www.goodstuffbox.ca

A quarterly lifestyle subscription box which contains 4-6 full-sized items from companies operating in Canada with socially- and environmentally-conscious missions. With products ranging from beauty, fashion, art and food, there is plenty for everyone to love. Launched in January 2019, Good Stuff has received much media attention in the Greater Sudbury and Manitoulin Island area and was the winner of this year's Best Eco-Friendly Subscription Box in Canada.

Testimonial:

"My experience with the STARTER COMPANY PLUS program has been....exciting, fun, insightful, challenging, thought provoking, amazing, beyond helpful, etc... In short, the best opportunity EVER! I am so thankful to the Regional Business Centre and this program for all the help and guidance. I've learned so much and all in an environment geared to helping entrepreneurs build a solid foundation to grow their businesses upon. This is such an important program run by an incredible group of people. I feel better prepared to grow my business because of SCP."

~ Nancy Laviolette, Fancy To A Tee



Heartwood Kombucha

www.heartwoodkombucha.wixsite.com

Unique to Northern Ontario, Heartwood Kombucha is establishing itself as the primary producer of high quality, organic fermented tea. Having started in a kitchen incubator, Heartwood Kombucha will now be investing the SCP grant into building their own commercial kitchen which will allow for increased production efficiency and volume. In true entrepreneurial spirit, owner Connor Davis continuously found new ways to develop business-to-business partnership amongst SCP participants. Heartwood Kombucha is available in over 10 locations including La Fromagerie, Thrive Health Food Essentials, Seasons Pharmacy and Culinaria and Guilty Pleasures Bakeshop.

Heirloom Island

www.heirloomisland.com

A Fine Art + Home Goods company creating high quality artwork that celebrates the beautiful places and lakes across Ontario. Top selling pieces include watercolour paintings of Lake Ramsey, hand-drawn maps of Lively, and black & white line drawn sketches of Manitoulin Island. Heirloom Island credits SCP with providing the guidance and motivation to develop a plan for the successful expansion of the wholesale side of the business, including new projects and partnerships in the Muskoka area. Artwork is currently available for purchase through their e-commerce store, Etsy, handmade markets and in over 10 stores across Northern Ontario, including Kuppajo Espresso Bar and Salute Coffee Company.

Hire-a-Hubbi

www.hireahubbi.ca

Owner Curtis Porter was confident in his ability to provide high-quality home renovations and repairs, but required support to take his business to the next level. He used the skills and money earned through SCP to better advertise his business, become a referred contractor for Home Depot and quickly became so busy servicing the Greater Sudbury, Espanola and North Bay area that he hired two employees to assist with demand.

HOP Fitness

www.hopespanola.com

A personal training studio, located in the Town of Espanola, which has expanded from part-time to full-time business operations and recently added nutritional services. HOP Fitness is using the SCP grant to invest in costly equipment and studio redesign to allow for new service offerings and the space for additional employees. Their long-term goal is to expand into a larger commercial location and incorporate like-minded practitioners such as Massage, Physiotherapy and Chiropractor.

HR Werx

www.hrwerx.com

An HR consulting firm with services geared towards small and medium sized businesses in Northern Ontario. Owner Jodie Desrochers joined SCP as she was confident in her service offerings but felt she needed to develop her business skills to successfully operate a business. She now feels she has been provided with the resources and tools to succeed and strongly promotes the SCP program to all new entrepreneurs that she meets. It is worth noting that HR Werx has been hired by many other program participants to develop customized employee materials and assist with their individual HR needs.

Testimonial:

"I have gained so much from the STARTER COMPANY PLUS program! The team at the Regional Business Centre have really helped me wrap my head around what it takes to operate a small business. Before the program, I was confident in my ability to provide HR Consulting services to Northern Ontario businesses but I was not so confident in my abilities to run a business. Now, my confidence as a business owner has certainly improved as I have been provided the resources and tools to be successful!"

~ Jodie Desrochers, HR Werx



Kenny Wilson, Author

www.kennywilson.ca

Kenny Wilson is the author of fun children's novels with a hidden moral message. Throughout his time in SCP, he launched two new novels and invested the grant money in professional branding and marketing activities. Kenny surpassed his 2019 sales targets by participating in the Greater Sudbury Market all summer and is set to launch his third book within the next few months.

LMD Solutions

www.lmdsolutions.ca

After many years of success, LMD Solutions was looking to expand their services with an online interactive coaching experience to add to their current offerings. While in SCP, with much thanks going to the training seminars, LMD Solutions developed the new platform and will now be investing the grant money awarded on a marketing campaign for the launch. Extremely active throughout the community and on social media, owner Lynne Dupuis is a champion for supporting all local small businesses.

Mukwa Adventures

www.mukwa.ca

Mukwa Adventures is a guided ATV tour company which operates all year round to celebrate the seasons and wilderness of Northern Ontario. With access to thousands of kilometers of trails and collaboration with local resorts, clients can select from half-day, full-day, weekend or custom adventures. Upon completing SCP, Mukwa expanded their business operations to create new jobs and programs with a focus on educating both tourists and youth on the indigenous culture, environmental awareness and heritage preservation.

NOVA Films Production House

www.novafilms.ca

Nova Films is a boutique cinematography studio who specializes in capturing the special moments and stories on a wedding day. What started as a small partnership has quickly reached capacity and the SCP grant is allowing them to purchase new camera equipment to outfit new teams of photographers, thereby allowing them to hire employees and take on multiple wedding contracts each weekend.

Platypus Studios Inc.

www.platypus-studios.com

Platypus Studios Inc. is a game development company focused on creating educational games for the modern era. The SCP grant provided this start-up company with the funds to develop their first game prototype for demonstration to publishing companies and console representatives.

Simplify Learning

www.simplifylearning.ca

Simplify Learning offers educational services that focus on creating wellness, building relationships and helping people set and achieve their goals through learning and data analysis. They are using the SCP grant to allow for product development of educational material which will simultaneously enhance their offerings, create new revenue streams, and act as passive marketing tools for their educational workshops.

Testimonial:

"Being invited to be a part of the STARTER COMPANY PLUS program was an amazing opportunity and experience. The seminars covered a wide range of topics hosted by local experts and were informative for new business owners and veterans alike. The support the team at the Regional Business Centre provided helped me put together a comprehensive business plan with research I might have overlooked otherwise. Finally, it was great for networking with other people in the program and created friendships and connections that carry on even after the program has come to an end."

~ Paul Ungar, Platypus Studios Inc.



The Essential Cove

www.theessentialcove.ca

The Essential Cove Inc., located at 1685 Lasalle Blvd., is a natural wellness studio offering yoga, holistic services, wellness workshops, a vegan cafe, and retail boutique. Not only has this new business added to our city's economy with the creation of 8 jobs, but with a strong belief in supporting other small businesses, many of the products found in the retail boutique are created locally – including those by fellow SCP participants Espanola Coffee Roasters, Heartwood Kombucha and Fourth Avenue Designs.

Wolf & Pine Herbals

www.wolfandpine.co

Wolf & Pine Herbals creates natural beauty care products with a unique branding strategy of using a little punch of humor through double-entendre sexual innuendo names and fun descriptions. Created in 2017, this thriving business will be investing in equipment with the SCP grant to better assist with production efficiencies, as well as marketing activities to increase their e-commerce sales. Already being sold in over 20 stores throughout Ontario, Wolf & Pine products can be found locally at Stitch & Stone, Kuppajo Espresso Bar, Le Petit Spa Esthetics and All About Massage.

Yellow House

www.yellowhouse.ca

A one-stop creative studio specializing in custom illustration, graphic design and photography. Yellow House assists professionals in the creative industry grow their own businesses in an effort to contribute to attracting and retaining talent in Northern Ontario as well as diversifying local creative product offerings. In fact, many fellow SCP participants have hired Yellow House for rebranding projects and product photography. Prints and other goodies can be purchased on-line, at handmade markets, and in both The CreateHive locations.

Past Alumni Members

Atomic Growth www.atomicgrowth.co

Blissful Aesthetics www.blissfulaesthetics.net

Capella Innovations www.capellainnovations.com

D & J Filter Service www.dpfcanda.com

Deadpan Studios www.deadpanstudios.ca

Decks on the Go DJ Services www.decksonthego.com

Dr. Veronique Niesing, ND www.drveniesing.com

Eddie Mira www.eddiemira.com

Frank Performance Horses www.frankperformanceho.wixsite.com

Fun Cube Photo Booth www.funcube.ca

Guilty Pleasures Bakeshop & Bar www.gpbakeshopbar.ca

Healthy Smiles at Home www.healthysmilesathome.ca

Ikonic Beauty www.ikonic-beauty.business.site

Kassie Tyers Productions www.kassietyers.com

M Marcotte Legal Services www.mmarcottelegalservices.ca

Northern Bad Girls www.northernbadgirl.ca

Shift Bakehouse www.shiftbakehouse.com

The Social Launch www.thesociallaunch.com



Thank You !

To the members of our Collaboration Network for your continuous support of **STARTER COMPANY PLUS**. The annual success of this program and the impact it has on small businesses within our community would not be possible without the immense amount of time and knowledge that you generously share with the participating entrepreneurs.

