

MANDATORY TRAINING SEMINARS

- **April 4** Orientation & Speedy Networking 12:00 – 1:30 pm
Welcome to Starter Company Plus! This interactive session will begin with an orientation of the SCP program and an opportunity to get to know your fellow participating entrepreneurs.
- **April 11** Starting A Small Business 12:00 – 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 25** Writing a Business Plan 12:00 – 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 2** Market Research 12:00 – 1:30 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.
- **May 16** Marketing Basics 12:00 – 1:30 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.
- **May 23** Speedy Networking 12:00 – 1:30 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.
- **June 6** Entrepreneur Mentorship Roundtable 12:00 – 1:30 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.
- **June 13** Preparing Financial Projections 12:00 – 1:30 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 20** 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 speak with Finance professionals as they address topics concerning entrepreneurial finance.
- **June 27** Pitch Training & SMART Goal Setting 12:00 – 1:30 pm
Perfect your 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.

2023 PROGRAM CALENDAR

ELECTIVE TRAINING SEMINARS (must attend a minimum of 3)

The Regional Business Centre, in collaboration with local business professionals, host live weekly webinars for entrepreneurs to enhance their knowledge and skills. Bookkeeping, marketing and human resources are just a few examples of the many topics addressed each month. Visit our [Eventbrite page](#) and select a minimum of 3 interactive seminars tailored to suit your business needs.

NETWORKING EVENTS (must attend at least 1)

Mingle with other business professionals in the community and expand your connections at a virtual or in-person networking event hosted by the Chamber of Commerce (or pre-approved community event). Options to be provided throughout the program.

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.

- **October 10**
- **November 28**
- **February 13**

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:

	Pitch 1: October 10th	Pitch 2: November 28	Pitch 3: Feb 13
Business Plan Draft	September 3 rd 11:59pm	October 8 th 11:59pm	January 7 th 11:59pm
Business Plan Final	September 24 th 11:59pm	November 6 th 11:59pm	January 28 th 11:59pm
Pitch Deck Due	October 8 th 11:59pm	November 26 th 11:59pm	February 11 th 11:59pm

