

# 2024 TRAINING SCHEDULE

## MANDATORY TRAINING SEMINARS

Date	Topic	Time
April 24, 2024	<p><b>** Orientation Session and Networking Dinner:</b> Welcome to Starter Company Plus! This interactive session will begin with an orientation of the SCP program.</p> <ul style="list-style-type: none"><li>• <b>Networking dinner to follow</b> - Get to know your fellow participating entrepreneurs.<ul style="list-style-type: none"><li>◦ Location TBD</li></ul></li></ul>	4:00 pm - 7:00 pm
May 1, 2024	<p><b>Starting a Small Business:</b> Learn how to navigate through the federal, provincial and municipal government programs, services and regulations that may apply to your business.</p>	12:00 pm - 2:00 pm
May 8, 2024	<p><b>Writing a Business Plan:</b> 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.</p>	12:00 pm - 2:00 pm
May 15, 2024	<p><b>Market Research:</b> 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.</p>	12:00 pm - 1:30 pm
May 22, 2024	<p><b>Marketing Basics:</b> Learn how to create effective marketing strategies that will differentiate your business from competitors and generate more leads that are tailored to your unique target audience.</p>	12:00 pm - 1:30 pm

Date	Topic	Time
May 29, 2024	<p><b>Speedy Networking:</b>                      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.</p>	12:00 pm - 1:30 pm
June 5, 2024	<p><b>Entrepreneur Mentorship Roundtable:</b>                      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.</p>	12:00 pm - 1:30 pm
June 12, 2024	<p><b>Preparing Financial Projections:</b>                      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.</p>	12:00 pm - 1:30 pm
June 19, 2024	<p><b>Finance Mentorship Roundtable:</b>                      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.</p>	12:00 pm - 2:00 pm
June 26, 2024	<p><b>Pitch Training &amp; SMART Goal Setting:</b>                      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.</p>	12:00 pm - 1:30 pm
<p><b>** Please note, Orientation Session and Networking Dinner training seminar on April 24, will be a mandatory in-person event.</b></p>		

## 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.

## 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.

- **Wednesday, October 9, 2024**
- **Wednesday, October 23, 2024**

## 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.

<b>Business Plan Due Dates:</b>	
<b>First submission for review by Program Coordinator</b>	<b>Monday, August 4, 2024</b>
<b>Final submission for evaluation by Grant Committee</b>	<b>Monday, August 26, 2024</b>
<b>Pitch Presentation Due</b>	<b>Friday, October 4, 2024</b>