

# Business Incubator Program

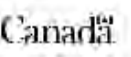
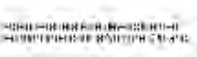
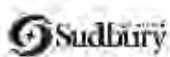
Schedule & Program Content



MAY 6, 2024 – NOV 6, 2025



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## Programming and Workshops

The group workshops are a mandatory part of the training and are held in person. *All dates/times/topics are subject to change.*

<p><b>May 6</b> 4 pm – 7 pm</p>  <p><b>Core Group</b> Mentoring &amp; Networking</p>	<p><b>Welcome to the Incubator Program: Orientation Session</b></p> <ul style="list-style-type: none"><li>• Group introductions, program outline review, and upcoming events</li><li>• Greater Sudbury Chamber of Commerce &amp; NORCAT introductions</li><li>• <b>Light meal and refreshments</b> - get to know your fellow members</li></ul>
<p><b>Week of May 6</b> <i>(Meeting date and time to be selected)</i></p>  <p><b>Individual</b> Program Check-in</p>	<p><b>Discovery Session</b></p> <ul style="list-style-type: none"><li>• Intro meeting with the program coordinator and mentor(s)</li><li>• Selection of individualized schedule of additional programming<ul style="list-style-type: none"><li>○ <i>The selection includes a minimum of 4 seminars or events in addition to the core programming. Please see our full schedule of events.</i></li></ul></li></ul>
<p><b>May 20</b> 12 pm – 2 pm</p>  <p><b>Core Group</b> Mentoring</p>	<p><b>Intro to Goal Setting</b></p> <ul style="list-style-type: none"><li>• Group pitch of your business idea or startup</li><li>• What are S.M.A.R.T. Goals and how to start your planning your business goals</li></ul>
<p><b>Week of May 26</b> <i>(Meeting date and time to be selected)</i></p>  <p><b>Individual</b> Program Check-in</p>	<p><b>S.M.A.R.T Goals Review</b></p> <ul style="list-style-type: none"><li>• S.M.A.R.T. Goals draft presented to Incubator coordinator and mentor Final S.M.A.R.T. Goals approved by Dec 17<sup>th</sup></li></ul>
<p><b>June 10</b> 12 pm – 2 pm</p>  <p><b>Core Group</b> Mentoring</p>	<p><b>Solidifying Your Product or Service</b></p> <ul style="list-style-type: none"><li>• Establishing what it is exactly that you will be selling</li><li>• Determining what makes your product or service unique</li><li>• Exploring different ways to sell your product or service</li></ul>
<p><b>June 24</b> 12 pm – 2 pm</p>  <p><b>Core Group</b> Mentoring</p>	<p><b>Target Market – Pricing Strategically</b></p> <ul style="list-style-type: none"><li>• Establishing who your service or product is for</li><li>• How to set your pricing based on your target market, market research, and competitor analysis</li></ul>
<p><b>July 15</b> 12 pm – 2 pm</p>  <p><b>Core Group</b> Mentoring</p>	<p><b>Marketing and Website</b></p> <ul style="list-style-type: none"><li>• How to start preparing your marketing plan</li><li>• Discussions around web content planning</li><li>• Social media platforms based on the target market</li></ul>

# Business Incubator Program | *Schedule & Program Content*

<p><b>Aug 12</b> 12 pm – 1 pm</p>  <p><b>Core Group</b> Mentoring</p>	<p><b>Revenue Streams and Small Business Finance</b></p> <ul style="list-style-type: none"><li>• Different ways to bring in revenue</li><li>• How to create a startup budget, cashflow, income statement, &amp; balance sheet</li></ul>
<p>Week of <b>Aug 18</b> <i>(Meeting date and time to be selected)</i></p>  <p><b>Individual</b> Program Check-in</p>	<p><b>Mid-Program S.M.A.R.T. Goal and Business Progress Review</b></p> <p>Meeting with the program coordinator and mentor to review your business improvements and S.M.A.R.T Goals</p>
<p><b>Sept 09</b> 12 pm – 1 pm</p>  <p><b>Core Group</b> Mentoring</p>	<p><b>Building a Winning Pitch</b></p> <ul style="list-style-type: none"><li>• How to build pitches that lead to successful fundraises</li><li>• A pitch's "must have" checklist, and what you should avoid to get the answers you want</li><li>• Group pitching</li></ul>
<p><b>Oct 07</b> 12 pm – 1 pm</p>  <p><b>Core Group</b> Mentoring</p>	<p><b>Business Q &amp; A</b></p> <ul style="list-style-type: none"><li>• Pre-selected questions asked to our group of mentors</li></ul>
<p><b>Nov 04</b> 6 pm – 8 pm</p>  <p><b>Networking Event</b></p>	<p><b>Closing Celebration</b></p> <ul style="list-style-type: none"><li>• Location: TBD</li></ul>
<p>Week of <b>Nov 04</b> <i>(Meeting date and time to be selected)</i></p>  <p><b>Individual</b> Program Check-in</p>	<p><b>Final Review</b></p> <p>Meeting with the program coordinator to review your business and how the program supported your business journey.</p>

## Webinars & Events

Attendance at a minimum of 4 webinars or events is required. *Draft schedule below.*



DATE	TOPIC
8-May	Strong Personal Brand - infusing your personality into your marketing
22-May	Business Insurance
19-Jun	Branding theory: The secret to a meaningful and recognizable logo
10-Jul	SEO and analytics for small businesses
21-Aug	Northern Ontario Funding Opportunities
11-Sep	Bookkeeping 101
25-Sep	CRA Tax Tips
9-Oct	How to Generate Sales
30-Oct	How to Start Exporting: selling outside of Ontario
13-Nov	Legal Essentials for Startups

See Regional Business Centre's calendar of events at [regionalbusiness.ca/seminars-events](http://regionalbusiness.ca/seminars-events)



In-person events hosted by the Greater Sudbury Chamber of Commerce:

- Chamber U workshop events
- Chamber Engage networking
- Chamber Signature Events

Visit [sudburychamber.ca/events/](http://sudburychamber.ca/events/) for their calendar of events.

Other events hosted by our network may also be added to the elective training schedule as they come up.

## One-on-One Mentoring

Attendance to a minimum of 1 mentoring session per month is required.

Your mentors will provide you with guidance, connect you with their network of potential clients and other industry professionals, and keep you accountable while helping you reach your business goals.



Your private mentoring sessions with your mentors and coordinator can be arranged at a time and location that is convenient for you.

## Meet Your Mentors & Coaches



### **Mentor Karen Hastie**

President – **Your Sales Company**

Karen is a seasoned business professional with over 3 decades of experience in owning and operating businesses. She currently serves as the President of Your Sales Company, leveraging her extensive expertise to provide valuable insights and solutions to a wide range of business challenges. Karen is also the creator and founder of the Chamber Perks app which is now available in 20+ cities across Canada. As the Founder of the Serial Seller training workshops, she is passionate about sharing her knowledge in business analysis, branding, engagement, and selling.

- ✓ Business Consulting
- ✓ Marketing Consulting
- ✓ Project Management
- ✓ Strategic Planning
- ✓ Brand Consulting
- ✓ Pricing Strategy



### **Mentor Bernie Aho**

Co-Founder – **Critiq**

Bernie has over 18 years of entrepreneurship experience in leading tech industry businesses. Currently, he is the driving force behind the look and feel of Critiq and provides business insight, strategy, and leadership across all teams. An avid photographer, designer, and gamer, Bernie previously co-founded TimeHero and the award-winning cloud-based annotation and marketing review tool ConceptShare which quickly became a leader in Creative Operations management.

- ✓ Product Development
- ✓ User Experience Design
- ✓ Business Development
- ✓ Marketing Management
- ✓ Business Strategy
- ✓ Mobile and Web Applications



### **Mentor Marie-Eve Pépin**

Founder, **Missile Communications**

With nearly 25 years of experience in public affairs, planning, and project management, Marie-Eve now specializes in strategic thinking and analysis of political issues. From Radio-Canada to the creation of the Office of the French Language Services Commissioner of Ontario, she has also held the positions of Chief of Staff and Senior Communications Manager with public and private institutions. She founded Missile Communications in Sudbury in 2012 where she remains active in her community, serving on various committees and associations.

- ✓ Strategic positioning
- ✓ Developing and adapting your key messages
- ✓ Empathy in business leadership
- ✓ Customer experience (customer journey)
- ✓ Elevator pitch
- ✓ Presentations and public communications



### Coach Matthieu Bonin

Communication & Speaking Coach

*Matthieu is a public speaker, mental health advocate, author, and adventurer. In 2022, he stage-swam 154km around Manitoulin Island to raise funds for MS research. In March 2024, he published his book, *Light from Darkness*, in which he describes his struggles with mental health and how he overcame these challenges.*

*Matthieu has partnered with many institutions, including the Regional Business Centre, Laurentian University, Cambrian College, Nipissing University, CSCNO, CSPGNO, AEFO, Spark Employment Services, Stingray Radio, John W. Financial, Nickel City Ninjas and hopefully you.*

- ✓ *Public Speaking*
- ✓ *Effective Communication*
- ✓ *How to Attract the Right People*
- ✓ *Networking*

## Meet Our Meet the Program Team



### Melissa Deschênes

Incubator Program Coordinator

**Melissa is your main contact at the Innovation Quarters.** She will assist you with your business goals, and questions, and will provide some coaching on her domain of expertise. With 14 years of experience in running a successful international design and web agency, Melissa will be using her background as an entrepreneur to assist you during your course of the program and beyond. Melissa has a Graphic Design diploma and certificates in Accessibility, and she is happy to assist you in French and English.

[melissa.deschenes@greatersudbury.ca](mailto:melissa.deschenes@greatersudbury.ca)



### Josée Pharand

Business Development Officer

As the Business Development Officer in Entrepreneurship, Josée is responsible for the overall management of the Regional Business Centre. Josée has a Bachelor of Commerce degree and a Computer Engineering Technologist diploma and brings more than 14 years of experience working with start-ups.

[Josee.pharand@greatersudbury.ca](mailto:Josee.pharand@greatersudbury.ca)