

# 2025 TRAINING SCHEDULE

## VIRTUAL CONDENSED - FALL EDITION

### MANDATORY TRAINING SEMINARS (virtual)

Date	Topic	Time
Thursday Nov 6, 2025	<p><b>Orientation Session:</b> Welcome to Starter Company Plus! This interactive session will begin with an orientation of the SCP program.</p> <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>	6:00 pm - 9:00 pm
Thursday Nov 13, 2025	<p><b>Writing a Business Plan + How to use AI:</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>	6:00 pm - 9:00 pm
Thursday Nov 20, 2025	<p><b>Market Research + S.W.O.T. analysis:</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>	6:00 pm - 9:00 pm
Thursday Nov 27, 2025	<p><b>Marketing Plan + Social Media:</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>	6:00 pm - 9:00 pm

Date	Topic	Time
Thursday Dec 4, 2025	<b>Preparing Financial Projections &amp; Realistic Goals (PROFIT FIRST):</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.	6:00 pm - 9:00 pm
Thursday Dec 11, 2025	<b>Human Resources &amp; Operations Plan + SMART Goals:</b> This session will help you identify your three SMART goals, which should be achieved by the end of March 2026. This session include practical guidance on recruitment, onboarding, and workflow efficiency to support sustainable business growth and workforce development.	6:00 pm - 9:00 pm
Thursday Dec 18, 2025	<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.	6:00 pm - 9:00 pm
Thursday Jan 8, 2026	<b>Pitch Training (<u>In-person</u>):</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.	6:00 pm - 9:00 pm
Thursday Jan 22, 2026	<b>Business Pitch in front of the SCP Grant Committee</b> <i>(In-person)</i>	<b><i>to be determined</i></b>

## 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 one day.

- **Wednesday, January 22, 2026**

## IMPORTANT DEADLINES

Remember we are always here to help! We strongly encourage you book a 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:	
First submission for review by Program Coordinator	Thursday, December 11, 2026
Final submission for evaluation by Grant Committee	Thursday, December 18, 2026
Pitch Presentation Due (Power Point document)	Monday, January 19, 2026