2026 TRAINING SCHEDULE

STARTER COMPANY **PLUS**
ENTREPRISE EN DÉMARRAGE

MANDATORY TRAINING SEMINARS

Date	Topic	Time
March 31, 2026 **IN-PERSON**	**Orientation Session:** Welcome to Starter Company Plus! This interactive session will begin with an orientation of the SCP program. **Starting a Small Business:** Learn how to navigate through the federal, provincial, and municipal government programs, services, and regulations that may apply to your business.	5:30 pm - 8:00 pm
April 7, 2026 **ONLINE**	**Writing a Business Plan + How to Use AI:** 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.	12:00 pm - 2:00 pm
April 14, 2026 **ONLINE**	**Market Research + S.W.O.T. Analysis:** 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 make informed decisions that maximize the potential of your business.	12:00 pm - 2:00 pm
April 21, 2026 **ONLINE**	**Marketing Plan + Social Media:** 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.	12:00 pm - 2:00 pm
April 28, 2026 **ONLINE**	**Marketing Basics:** 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.	12:00 pm - 2:00 pm

Date	Topic	Time
May 5, 2026 **ONLINE**	**Preparing Financial Projections & Realistic Goals (PROFIT FIRST):** 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.	12:00 pm - 2:00 pm
May 12, 2026 **ONLINE**	**Human Resources & Operations Plan + SMART Goals:** This session will help you identify your three SMART goals, which should be achieved by the end of March 2026. This session includes practical guidance on recruitment, onboarding, and workflow efficiency to support sustainable business growth and workforce development.	12:00 pm - 2:00 pm
May 19, 2026 **ONLINE**	**Entrepreneur Mentorship Roundtable:** 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.	12:00 pm - 1:30 pm
May 26, 2026 **ONLINE**	**Pitch Training:** Perfect your pitch and convince investors and financial institutions why your business has what it takes to succeed. Learn tips and tricks to improve your chances of success with the SCP Grant Committee.	12:00 pm - 1:30 pm
June 23, 2026 **IN-PERSON**	**Business Pitch in front of the SCP Grant Committee**	**To be determined**

ELECTIVE TRAINING SEMINARS (Must attend a minimum of 1)

To qualify for the $5,000 grant and participate in the Pitch, participants must complete all mandatory program requirements. Participants must also attend at least one (1) webinar listed on the Regional Business Centre Seminars & Events page. The webinar must be completed by May 26, 2026, or the participant will be ineligible for both the Pitch and the grant.

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.

- **Tuesday, June 23, 2026.**

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.

Important Dates:	
Program application / registration **deadline**	Sunday, February 16, 2026
Deadline for participants to submit their **Business Model Canvas**	Sunday, March 1, 2026
Interviews with selected candidates	March 16 – March 24, 2026
Program Delivery Tuesday, March 31, 2026 - Program kickoff and in-person dinner for all participants Tuesday, April 7 – May 26, 2026 - Weekly training webinars Time: 12:00 pm – 2:00 pm	
Business Plan Due Dates:	
First submission of Business Plan for review	Monday, May 18, 2026
Final submission of Business Plan for Grant Committee evaluation	Sunday, June 7, 2026
In-Person Pitch to Grant Committee	Tuesday, June 23, 2026