

# Starter Company *plus* About the Program

Be your own boss. Start your business. [Launch your future.](#)

Starter Company Plus is a free program offered by the Business Enterprise Centre that helps entrepreneurs start, expand or purchase a business. Participants receive training, one-on-one mentoring, and the opportunity to apply for a micro-grant to develop their business idea. Workshops and mentorship are offered in-person and online, allowing entrepreneurs across Northeastern Ontario to participate.

## Requirements

Applicants must be 18 years of age or older, not returning to school, and planning to work full-time in the business they are starting, expanding, or purchasing.

The Business Enterprise Centre offers programs and services to communities along the Highway 11 corridor from Hornepayne to Matheson, as well as Timmins, and the James Bay Coast.

Interested in learning more? [Contact us!](#)

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All workshops will be held **VIRTUALLY** on WebEx from **6:00-8:00pm** unless otherwise stated.

You will receive further instructions on the WebEx platform.

# Starter Company *plus* How does the Program Work?

Learn at the **Workshops** \*All workshops will be held from 6:00-8:00pm except Workshop 5 (2:00-4:00pm)

## **Workshop 1: Introduction | Tuesday, April 13, 2021**

Learn about entrepreneurship and draft your Business Model Canvas to launch your plan.

## **Workshop 2: Market Analysis | Tuesday, April 20, 2021**

Identify, research, analyze, and assess your competitive advantage with Research Coordinator James Parisi from the Timmins Economic Development Corporation.

## **Workshop 3: Marketing Strategy | Tuesday, April 27, 2021**

Discover branding, advertising, and social media. Learn about low-cost tools to help you with your marketing. Determine your business voice with Keitha Robson of The Chamber.

## **Workshop 4: Values in Good Bookkeeping | Tuesday, May 4, 2021**

Explore the legal and logistical requirements of starting up, expanding, or purchasing a business, and learn the values in good bookkeeping from Christine Bedard of Northwoods Bookkeeping & Consulting Inc.

## **Workshop 5: Learn about the Business Community | Tuesday, May 11, 2021**

Learn about other organizations that assist businesses such as NEOnet, the Community Futures Development Corp., Timmins Chamber of Commerce, banking and insurance professionals and others.

## **Workshop 6: Cash Flow Projections and Financials | Tuesday, May 18, 2021**

Predict your business revenues and expenses and realize your profitability with Jeremy Elomaa from The Business Enterprise Centre.

## **Workshop 7: Building Your Business Plan | Tuesday, May 25, 2021**

Explore operations, risk management and succession planning and assemble all the pieces of your business.

## **Workshop 8: How to Pitch Your Business | Tuesday, Jun 1, 2021**

Learn how to prepare and practice your business pitch with Jason Boissonneault, Business Professor & Consultant.

## **Workshop 9: Pitch Your Business & Graduation | Tuesday, Jun 8, 2021**

Pitch your business and network with the business community. Receive your certificate of completion.

## **Individualized Learning Plan**

Create an individual learning plan for your needs in order to gain the most value from program workshops & resources.

## **Consultation**

Meet with a business development consultant once a week to review your business plan and discuss next-steps.

## **Mentoring**

Learn best practices from business owners, industry professionals, entrepreneurs, and other program participants.

## **Funding & Financing**

Submit your application for a micro-grant of up to \$5000 to start, expand or purchase your business.\*

\*Discuss your eligibility for the micro-grant and other funding and financing opportunities with your consultant.