

# STARTER Company PLUS

A

Apply for the Starter Company Plus program by contacting the Muskoka Small Business Centre

705-646-9021 or  
[info@muskokasmallbusiness.ca](mailto:info@muskokasmallbusiness.ca)



B

If accepted, attend training sessions to build your business plan.



C

Get set up with a business mentor! Meet and learn from him/her on ways to improve or successfully launch your business.



D

Apply for a grant of up to \$5000 to put towards starting or growing your business!



*(See Reverse)*

For further details, please see the application found on [www.muskokasmallbusiness.ca](http://www.muskokasmallbusiness.ca), or contact the Muskoka Small Business Centre @ 705-646-9021.

## **A BRIEF OVERVIEW:**

This is a popular program and there are limited spaces available. It is a competitive process. Not all applicants will be accepted. The program runs for approximately 15 weeks. Participants will receive:

- Assistance with developing a business plan
- Training on all aspects of running a small business
- Ongoing support for running a business
- Coaching and mentoring
- Networking opportunities
- On-site support through a site visit if required
- An opportunity to apply for up to \$5000 in grants (some stipulations apply)

**Part 1:** Applicants are to complete the application and eligibility form found on the Muskoka Small Business Centre website and submit them into the Muskoka Small Business Centre.

If the application is sound and meets the program's eligibility criteria, they will be asked to schedule a consultation with the managing business consultant in order to talk through their business idea. Once completed, they may qualify for the training and mentorship portion of the program, depending on available spots. Accepted participants are required to:

- Sign an agreement with the program provider outlining each party's rights and responsibilities
- Sign a waiver regarding use of their name, photos, etc for marketing purposes

Upon Acceptance, participants must:

- Provide their business name registration and any required licensing documents for verification
- If operating a partnership, provide copies of the partnership agreement
- Operate the business on a full-time basis, minimum average of 35 hours a week
- Attend all training and mentoring required to complete the program
- Agree to one site visit by the program provider
- Hand in monthly progress reports; including time allocations, business tasks, operation and marketing activities
- Maintain appropriate business records of income and expenditures including receipts

**Part 2:** Once training and mentoring are completed and the business plan and financial forecasts are complete, participants may be invited to apply for the grant portion of the program by presenting their business idea to a Grant Committee. After the presentation, if the applicant is approved by the grant committee, they will be required to:

- Continue to hand in monthly progress reports; including time allocations, business tasks, operation and marketing activities; and maintain business records of income and expenditures for review for up to an additional 3 months
- Provide receipts for the spending of the grant money, in accordance to its allocation in their financial forecasts
- Participate in additional business training/networking activities as offered
- Attend an exit interview with your program provider

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