



## MEDIA RELEASE

### For Immediate Release

**November 19<sup>th</sup>, 2024**

### **Applications Are Now Open for Starter Company Plus Program**

#### **Empowering Local Entrepreneurs with Training, Coaching, and Funding Opportunities**

Smiths Falls, ON – The **Small Business Advisory Centre (Smiths Falls/Lanark County/North Leeds Grenville)** is excited to announce that applications are now open for the next cohort of the Starter Company Plus program. Funded by the Ontario Government, this program is in place to provide support to entrepreneurs looking to start, grow, or purchase a business that is less than five years old.

Participants will benefit from:

- Training and Mentoring in essential areas like business planning, marketing, and financial management from industry experts so that they can refine their business strategies.
- The chance to pitch their business plan to a grant committee for a non-repayable grant of up to \$5,000.

“The Starter Company Plus program has played a pivotal role in helping many local businesses thrive and grow since 2017. It is a unique opportunity to gain expert guidance, build a solid foundation, and pitch for potential funding to bring your business goals to life,” says **Cindy James**, Manager at the Small Business Advisory Centre.

Numerous businesses across sectors such as food, retail, trades, and services have been successful in accessing the training and funding. **Janice Boychuck**, owner of Clayton Creative Chocolates <https://claytoncreativechocolates.ca> and successful SCP participant says, “The Starter Business Program was an absolute game changer! The mentors provided exceptional leadership and guidance, equipping us with all the essential tools to elevate our businesses - covering everything from finances and marketing to goal setting and accountability. The program has completely transformed my small business, providing me with clear direction, enhanced productivity, and a strong financial foundation.”

Key Program Details:

- **Application Deadline:** December 5th, 2024, at 12 PM- noon.


- **Training Start Date:** January 13<sup>th</sup>, 2025 (includes a 4-day bootcamp)
- **Eligibility:** Open to start-up businesses who are generating revenue, businesses under five years old looking to expand, or recent business purchases within the Small Business Advisory Centre's service area.

Spaces are limited, with only a select number of participants accepted per cohort. To apply or learn more about the program, visit: <https://smallbizcentre.ca/starter-company-plus/>.

For additional information, please contact:

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### **About the Small Business Advisory Centre**

The SBAC offers free business advisory services for anyone interested in starting or expanding a small business. We run programs such as Summer Company and Starter Company Plus, plus many webinars/workshops throughout the year. The Centre is an initiative of the Ontario Government and partners with the Town of Smiths Falls, the County of Lanark and Leeds Grenville (northern portion of the County). A business advisor is available (free) by appointment for one-on-one sessions.