

PROGRAM GUIDELINES



Program overview

The 2022 Starter Company Plus Program (SCP) will focus on aiding new Grey County small businesses owners as they develop and launch their businesses. Participants will receive training and business skills development as well as the opportunity to apply for a grant of up to \$5000 to assist with start-up costs.

Each approved applicant will be required to participate in 4 training sessions focused on business plan development. Once the training portion of the program has been completed, participants will be invited to present their business plans to our grant review committee. Based on the grant committees' recommendations, several businesses will then be selected to receive a SCP grant of up to \$5000.

Successful applicants will receive 75% of the awarded funding on July 1st 2022, with the balance being awarded upon completion of the program on December 31st 2022.

Application process

Online applications will be open from April 18th – April 30th 2022. Businesses will be asked to provide a summary of their business model and intended business operations.

Eligibility criteria

- Proposing a new company or operating a new business for a period 1 year or less within Grey County.
- Not a full time student and not returning to school full time
- A resident of Ontario
- A Canadian citizen or a permanent resident
- Prepared to complete the business training components of the SCP Program as outlined in the training plan below
- Prepared to commit to a minimum average of 35 hours a week running the business
- Can demonstrate 25% matching funds in cash and in-kind assets
- Prepared to submit monthly reports from August 2022-December 2022 after acceptance into the program and receipt of grant funding
- Not receiving government income support, such as: Ontario Works, EI, ODSP

Training schedule and reporting requirements

Businesses who complete the online application must commit to participating in all training as outlined below.

Training plan

Date	Webinar Topic
Thursday, May 19 th 6pm-7pm	Welcome and Business Introductions
Monday, May 23 rd 1pm-4pm	Business Planning
Wednesday, May 25 th 1pm-4pm	Marketing
Friday, May 27 th 1pm-4pm	Financials

All sessions will be hosted online. If recipients are unable to attend webinars as scheduled, an alternative training plan will be provided.