

PROGRAM GUIDELINES



Program overview

The Starter Company Plus (SCP) Recovery Program will focus on aiding existing Grey County small businesses as they re-open and pivot their business models to maintain operations throughout Covid-19. Grants of up to \$2500 will be awarded to eligible applicants to assist in offsetting the costs associated with this transition.

In addition to receiving grant funding each business will participate in three (3) training webinars focused around resiliency in business during Covid-19.

The SCP Recovery Program will run from (August 1st, 2020) – (September 30th, 2020). Businesses will receive 75% of the awarded funding on August 1st, with the balance being awarded upon completion of the program on September 30th.

Application process

Online applications will be open from July 1st-15th, 2020. Businesses will be asked to provide a short business plan and budget, detailing how the funds would be utilized to assist in pivoting and moving their business forward during Covid-19.

Eligibility criteria

- Existing small business (1-50 employees)
- Operating within Grey County for 1-5 years
- Directly impacted by Covid-19
- Prepared to complete the business training components of the SCP Recovery Program as outlined in program schedule
- Can demonstrate 25% matching funds in cash and in-kind assets
- Not currently receiving government income support, such as: Ontario Works, EI, ODSP

Eligible costs

The SCP Recovery Program aims to assist businesses as they pivot their businesses models to continue operations during Covid-19. This could include:

- Pivoting their business model to reach new customers
- Pivoting their business model to reach existing customers in a new way. For example, transitioning online or making modifications to physical store
- Pivoting their business model to create additional revenue streams

Activities that are eligible for SCP Recovery grant funding include but are not limited to:

- Brand development
- Marketing activities
- Product development
- Minor asset purchases
- Minor renovations
- Website design
- Software purchases

The SCP Recovery grant cannot be used to offset business operating costs (“core” costs). This includes general operating expenses, wages, rent, or procuring real estate.

Training schedule and reporting requirements

Businesses who receive grant funding through the SCP Recovery Program must commit to participating in all training and reporting as outlined below.

Training plan

Date	Webinar Topic
Monday, August 10 th at 9am	How to Create a Cash Flow Forecast to Relaunch your Business
Wednesday, August 12 th at 9am	How to Create a Marketing Plan to Relaunch Your Business
Wednesday, September 16 th (tentative)	TBD

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

During this period the Business Enterprise Centre will continue to offer their “Ask a Professional Series”. This series aims to offer further support and direction to businesses during Covid-19. These webinars will be available to all program participants as well as the greater business community.

Reporting

Recipients of the SCP Recovery grant must complete two short reports due August 31st (interim report) and September 30th (final report). Reporting templates will be provided by BEC Staff.

Receipts must be provided for all approved purchases through the SCP Recovery Program. Once all reporting requirements have been met, balance of grant will be issued to participants.