

STARTER COMPANY PLUS PROGRAM

GUIDELINES

The duration of the program is a minimum of 3 months in which you will receive:

- Assistance with developing your business plan
- Training on all aspects of running a small business
- Ongoing support for running your business
- Coaching and mentoring
- Networking opportunities
- On-site support through a site visit

After the 3 month training, you will be eligible to apply for a grant of up to \$5000.00. If approved for the grant, you will commit to an additional 3 months of participation in the program. (Further training and networking opportunities)

Am I eligible for Starter Company Plus?

You are eligible for Starter Company Plus if you are:

- Proposing a new company, expansion of an existing company or buying an existing business;
- 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 Starter Company Plus Program as prescribed by your Small Business Enterprise Centre Program Provider;
- Prepared to commit to a minimum average of 35 hours a week running the business once up and running;
- If you're applying for the grant money, you must demonstrate 25% matching funds in cash or in-kind assets
- Prepared to attend all required training and mentorship meetings.
- Have not received a government business grant in the past

If you have any questions about your eligibility call your local program provider.

Muskoka Small Business Centre, 705-646-9021 or info@muskokasmallbusiness.ca

WHAT TYPE OF BUSINESS CAN I START?

Almost any type of business is eligible, as long as it:

- A sole proprietorship or a corporation where the applicant will be the majority shareholder
- A partnership*
- An independent business venture
- Social enterprise
- Fits the Canada Revenue Agency definition of being self-employed
- Operates at arm's length from family business ventures
- Operates in Ontario
- Operates full-time as defined in the business plan
- Maintains its own books and records
- Follows government rules and regulations for operating a business

*If only one partner is eligible for Starter Company he/she must demonstrate 51% ownership of the company

Businesses not eligible for Starter Company Plus include:

- Distributorships
- Incorporated businesses that are controlled directly or indirectly by a person who would not be eligible for a Starter Company Award
- Commissioned sales
- Not-for-profit or charitable enterprises
- Multi-level marketing ventures
- Single events such as a theatrical production, a DJ gig, a music concert, a dance/party event, a fundraiser, a sporting tournament, etc.
- Businesses that are strictly pay per click
- 1-900 businesses

HOW DOES STARTER COMPANY PLUS WORK? THERE ARE TWO PARTS.

Part 1: Complete the application and eligibility forms attached below. Submit them into the Muskoka Small Business Centre .Your application will be reviewed and evaluated by your local program provider.

If your application is sound and meets the program's eligibility criteria, you will be asked to schedule a consultation with the managing business consultant in order to talk through your business idea. Once completed, you will qualify for the training and mentorship section. ***You must attend all training/business planning training nights in order to be eligible to apply for a grant.*** You will also be paired with a mentor through the Muskoka Futures mentorship program and will be asked to complete a minimum of 10 hours of mentorship hours. You will also be required to hand in mentorship reports from your meetings.

Part 2: Once completed with the 3 training and mentorship months and your business plan is complete, you will be invited to apply for the grant portion of the program by presenting your business idea to a Grant Committee. After the presentation, if your application is approved by the program provider and grant committee, you will be required to:

- Sign an agreement with your program provider outlining each party's rights and responsibilities
- Agree to comply with the program guidelines and implement the business substantially in accordance with the business plan and cash flow included with your application
- Show your business name registration and any required licensing documents to your program provider for verification
- If operating a partnership, provide copies of the partnership agreement
- Operate your business on a full-time basis, minimum average of 35 hours a week
- Agree to one site visit by the program provider
- Hand in monthly progress reports; including time allocations, business tasks, operation and marketing activities
- Prove receipts for the spending of the grant money, in accordance to it's allocation in your financial forecasts
- Maintain appropriate business records of income and expenditures including receipts
- Participate in additional business training/networking activities
- Attend an exit interview with your program provider

Notes

1. Funds from Starter Company award cannot be used for the purchase or lease of a vehicle.
2. Failure to successfully complete the program will result in default as specified in the Letter of Agreement.
3. Funding must be used to implement all components outlined in the business plan. Certain restrictions will apply.

Tax Treatment of Award

The Starter Company grant is considered taxable under the Canada and Ontario Income Tax Acts. A T4A slip will be issued to the recipient of the Award.