



# Starter Company Plus 2025: Program Plan Part 1

Please read entire document carefully and contact SCEC staff with any questions

Don't forget to check the Slack Channel for networking and updates: [scp2025-scec.slack.com](https://scp2025-scec.slack.com) and the participant webpage for information and documents: [www.investinstc.ca/site/scp2025-participant-page](https://www.investinstc.ca/site/scp2025-participant-page)

## Phase 1: Training

The training portion of Starter Company Plus (SCP) is designed to give you valuable information in different areas of business and prepare you for Phase 2 of the program – submitting your business plan.

**You will be required to register for and attend all sessions to continue to Phase 2.**

The exception to this will be the session “Choosing a Location for Your Business”. This is only required for those with a brick-and-mortar location currently or for those looking to have a brick-and-mortar location in the future. All participants are welcome to attend however.

Sessions will be a combination of in person and virtual. Please read the schedule carefully to determine the location for each session.

**To register for training sessions, please visit the participant page:**

**<https://www.investinstc.ca/site/scp2025-participant-page>**

Attendance will be tracked at all sessions. To receive credit for virtual sessions, you must join the webinar under your own full name (first and last) and please have your camera on. No nicknames, alternative names, or unrecognized names will be allowed to enter the session. Please ensure your settings are correct to reflect your full name as your screen name.

If you have any questions about the training sessions or are having difficulty registering, please contact us at [enterprisecentre@stcatharines.ca](mailto:enterprisecentre@stcatharines.ca). This will be the main email contact for Phase 1.

Session	Date and Time	Location
Program Orientation	August 7, 2025 1:30 – 3:30 pm	<b>In Person:</b> St. Catharines Museum & Welland Canals Centre, Lockview Lounge, 1932 Welland Canals Parkway, St. Catharines, ON L2P 0A2

Business Plan	August 14, 2025 9:00 am to Noon	<b>Virtual:</b> Zoom link provided upon registration
Choosing a Location	August 20, 2025 10:00 – 11:30 am	<b>Virtual:</b> Zoom link provided upon registration
Operations	August 21, 2025 9:00 am to Noon	<b>Virtual:</b> Zoom link provided upon registration
Financials	August 28, 2025 9:00 am to Noon	<b>Virtual:</b> Zoom link provided upon registration
Sales and Marketing	September 4, 2025 1:00 – 4:00 pm	<b>Virtual:</b> Zoom link provided upon registration
Mentor Mix	September 8, 2025 10:00 – Noon	<b>In Person:</b> Niagara College, Daniel J. Patterson Campus, Corporate Meeting Room, 135 Taylor Rd, Niagara-on-the-Lake, ON L0S 1J0

### Business Plan and Cash Flow Q&As:

Business plans and cash flow forecasts are due about a week after the last training session. The SCEC will provide three in person Q&A opportunities during that week for any last-minute questions. These sessions will be available for you to ask questions about format, structure, or anything you are unsure of in your business plan and/or cash flow forecast.

**We will not be reviewing your full business plan or cash flow during these sessions – please come with questions prepared.**

These Q&A sessions are optional, but highly encouraged. To ensure all can attend, please only select one date. Registration for Q&A sessions can be found through the same link as the training sessions.

Q&A Date	Time	Location
September 9, 2025	2:00 – 4:00 pm	St. Catharines City Hall, 50 Church St., St. Catharines, Burgoyne Woods Room, 3 <sup>rd</sup> Floor
September 10, 2025	9:30 – 11:30 am	
September 11, 2025	1:00 – 3:00 pm	

## Phase 2: Business Plan Submission

**Participants who complete the training must submit their Business Plan and Cash Flow Forecast by Friday, September 12<sup>th</sup> 2025 at 4:00 PM.**

By September 12, business plans must be submitted to the SCEC in either Microsoft Word, PDF, or Google Docs format. Cash Flow Forecasts should be submitted as a Microsoft Excel or Google Sheets document. SCEC systems are unable to display documents in Apple programs.

Both should be emailed as attachments to [enterprisecentre@stcatharines.ca](mailto:enterprisecentre@stcatharines.ca) and the structure must follow the templates that are provided to you along with this learning plan. **Please keep to a maximum of 15 pages (cover page, table of contents, and appendices are not included in page count). If you go over 15 pages of content, reviews will stop on the 15<sup>th</sup> page and the rest will not be read or considered.**

Those that are submitted will be reviewed by the SCEC to determine who will be selected to move into Phase 3. Reviews will take approximately 3-4 weeks due to the number of program participants and to ensure that all submitted are given the same consideration.

Once reviews are complete, you will be contacted by email with any next steps. All participants will hear by Friday October 17, 2025 at the very latest.

## Phase 3: Pitch Training and Grant Committee

**Participants who are selected to pitch before the Grant Committee will be invited to participate in this phase.**

For this 2024 cohort, the SCEC has 14 grants of \$5,000 available. Of the business plans and cash flow forecasts submitted and reviewed during Phase 2, approximately 20-25 participants will be selected to move forward and pitch for one of these grants.

While we wish all participants could receive grant funds, the limited number of grants that we have available means that some participants will not move into Phase 3 or Phase 4.

## Phase 4: Mentoring

**Grant recipients will be required to participate in additional mentoring in January 2026 through February 2026.**