



Starter Company Plus 2025: Program Plan Part 2

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

Phase 3: Pitch Training and Grant Committee

Congratulations for being selected to pitch to the Grant Committee!

For this 2025 cohort, the SCEC has 14 grants of \$5,000 available. Of the business plans and cash flow forecasts submitted and reviewed during Phase 2, there have been 20 finalists selected to move forward and pitch for one of these grants.

To help you prepare for your pitch, we will be holding practice dates. These will be in person sessions and give you the opportunity to have a dry run of your presentation and received feedback from SCEC staff and fellow finalists.

In the chart below you will find dates and times of the practice dates. All dates and times will be held at the same location: **St. Catharines City Hall, 50 Church St., Burgoyne Woods Room, 3rd Floor.**

To ensure everyone has a chance to practice, we will keep the groups small and ask that you only register for one practice session.

Date	Time
Wednesday November 5, 2025	10:00 AM - Noon
	1:00 PM – 3:00 PM
Thursday November 6, 2025	10:00 AM - Noon
Tuesday November 11, 2025	2:00 PM – 4:00 PM

Register for a practice session here: <https://www.eventbrite.ca/e/scp-pitch-practice-tickets-1839155306029?aff=oddtcreator>

Official pitches to the Grant Committee will take place on November 20, 2025 and November 21, 2025.

Use this calendar link to book your date and time starting October 31, 2025:
<https://calendly.com/enterprise-centre-stcath/scp-grant-committee-pitch>

**Once all pitch times have been booked, changes cannot be made.
If you miss your pitch time it will not be rescheduled.**

The structure of your official pitch day will be as follows:

- Pitches will be held in half-hour blocks of time: you will have 3-5 minutes for your pitch and the Grant Committee will use the remaining time for Q&A where they will ask you any questions they have about your business plan, your cash flow forecast, or your pitch. **If you go over 5 minutes during your pitch you will be cut off to allow for Q&A.**
- You may pitch with a side deck or presentation. This will be limited to no more than 10 slides: 1 cover page, 7 slides of content, 1 for your grant ask, and 1 closing or thank you page. **If you choose to do a slide deck, you must send it to dtamlin@stcatharines.ca at least 1 day ahead of your pitch so we can make sure it is working before your date.** Please send in PowerPoint, PDF, or Canva format.
- Dress code for pitches is business casual or any branded apparel you have for your business.
- You may bring samples, prototypes, examples, marketing materials, etc. to show the Grant Committee during your pitch. These should be relevant to the pitch and take no more than 2 minutes to set up or take down.

If you have any questions about pitches, please let us know before your pitch date.

Phase 4: Mentoring

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