



## STARTER COMPANY PLUS – TRAINING, MENTORSHIP & COACHING SYLLABUS (Fall 2020)

Huron County Economic Development

### TRAINING REQUIREMENTS

Starter Company Plus **participants MUST complete 12 hours of training** in total to be eligible for the \$5,000 grant opportunity. For the Learning Plan, participants must complete all mandatory training sessions listed below, then round out the training requirements with other general Huron County Economic Development workshops offered during the program period and participate in one mentorship roundtable event.

**Participants must pre-register for all training sessions** ([click here to register](#)). Registrants will receive email reminders directly from Event Brite that will include Zoom meeting information. Please remember to check your junk mail for this email.

*Please Note: If participants have a valid justification for missing required training sessions, administrators will provide alternate opportunities for online training through our partnership with Contact North. Please contact the Business Coach at [smallbusiness@huroncounty.ca](mailto:smallbusiness@huroncounty.ca) or (519) 440-1267 to discuss this further.*

### MANDATORY TRAINING SEMINARS

1. **Business Basics: Writing a Business Plan** | **December 2, 2020 from 12:00 pm – 1:30 pm (1.5 hours)**  
*Presenter: Patrick Donnelly, Business and Entrepreneur Coach with Huron County Economic Development*

This webinar is a crash course on creating the perfect plan for your business concept. A solid business plan can help guide your business, strategize for the future, and present your business idea to banks, potential investors or a small business grant like the Starter Company Plus program.

Learn how to develop a solid business plan – both the function of each section and how to write it successfully. We will also discuss SMART goal setting, so that you can set yourself achievable milestones. Templates will be provided.

2. **Business Basics: Understanding the Marketplace** | **December 9, 2020 from 12:00 pm – 1:00 pm (1 hour)**  
*Presenter: Tina Heathers, Business Lending Consultant with Community Futures Huron*

Discover what market research is and how to effectively conduct market research. Learn more about your industry, your customers and the markets you serve; understand your competition and where you fit within the marketplace. Is your product or service fulfilling a need and will people pay the price you need to make a profit? This information can ultimately help you to make informed decisions that can maximize the potential of your business.

3. **Business Basics: Marketing & Sales** | **December 16, 2020 from 12:00 pm – 1:00 pm (1 hour)**  
*Presenter: Tina Heathers, Business Lending Consultant with Community Futures Huron*

This webinar is an introduction to the basics of marketing your business. Discover how to manage your brand identity and how to communicate the value of your product or service to customers. Learn how to identify your customers, their stage of interest and buying potential and the most effective communication strategies and channels for each segment.

4. **Business Basics: Operations** | **January 13, 2021 from 12:00 pm – 1:00 pm (1 hour)**  
*Presenter: Tina Heathers, Business Lending Consultant with Community Futures Huron*

In this webinar, we'll help you determine how you will make this business dream a reality. Effective business owners consider how to optimize daily operations to increase the effectiveness of the business, which includes:

- How you make plans, forecast and collect data for your business? Understanding your business data will help you recognize opportunities for growth.
- Who do you need on your team to help you execute your plan? Learn when to use mentors/coaches, when to hire and when to outsource.
- What organizational systems and technology do you use in your business to increase efficiency? Having good systems in place can help you be more prepared to take on new growth opportunities.

Potential investors need to understand how your business is managed in order to recognize that if you're worth their investment.

5. **Business Basics: Financial Management** | **January 20, 2021 from 12:00 pm – 1:30 pm (1.5 hours)**  
*Presenter: TBC*

Using a case-study, participants will learn how to prepare a start-up budget, a cash-flow statement, and financial projections. We will help you clearly define how much money you are asking for, what it will be used for and how it will be specifically used to grow your business. We will also discuss how to illustrate the short-term and long-term return of investment (ROI) for this initiative.

This is a great opportunity to better your understanding of the financial statements required for the Starter Company Plus Grant Committee.

6. **Business Basics: Pitching Your Business** | **January 27, 2021 from 12:00 pm – 1:00 pm (1 hour)**  
*Presenter: Patrick Donnelly, Business and Entrepreneur Coach with Huron County Economic Development*

When making a pitch, presentation is everything. In this interactive webinar, we'll help you perfect your elevator pitch and convince investors and financial institutions why your business is worth the investment. We will discuss how to concisely communicate what it is that you need and why. We'll also discuss the impact of your project on your business, your customers and the community.

During this session, we'll review all the tips and tricks for how to deliver a successful virtual pitch, including how to use the technology, what to include on presentation slides, etc. This is the final step in helping prepare you for your official pitch.

#### **ELECTIVE TRAINING SEMINARS (must attend a minimum of 2)**

Please see a list of webinar workshops happening in December 2020 and January 2021 ([click here](#)). Select a minimum of 2 webinars, but you must attend an additional 3 hours of elective webinars to complete the required 12 hours of training to be eligible for the \$5,000 grant opportunity.

*\*\*Note: January 2021 workshops currently still being confirmed. Check back regularly for an updated list of sessions.*

## **MENTOR SESSIONS** *(mandatory)*

### **Virtual Speed Mentoring Roundtable | Date TBC** *(2 hours)*

Huron County Economic Development is working hard behind the scenes to deliver a Virtual Speed Mentoring Roundtable event in late January 2021 during National Mentoring Month. This event will be fast-paced and participants will have the chance to engage and learn from seasoned industry veterans and peers to discuss, business, career and professional development topics that are important to them.

Stay tuned for more details!

## **NETWORKING EVENTS** *(mandatory)*

Due to the pandemic, no in-person networking sessions are being offered at this time. To fill this gap, we encourage discussion and networking with fellow entrepreneurs during webinar and mentor sessions.

## **COACHING SESSIONS**

Upon the successful entry into the Starter Company Plus program, the Huron County Economic Development Business Coach will set bi-weekly meeting times to suit each participants' schedule. This will be a chance for the Business Coach to provide support, feedback and give participants the opportunity to ask questions.

## **PITCH PRESENTATION** *(mandatory)*

Participants who successful submit all required documents and complete all training requirements have the opportunity to pitch their business to the Grant Review Committee for a chance to receive up to \$5,000. Pitches will be delivered over two days. Individual dates and times will be assigned in February 2021 after final applications have been submitted.

- Wednesday, February 24, 2021
- Thursday, February 25, 2021