

the  
**Business**  
enterprise centre  
owen sound & area

**LOOKING TO START OR GROW  
A BUSINESS?**

**YOU COULD QUALIFY  
FOR UP TO \$5000  
TO START OR GROW  
YOUR BUSINESS!**



**PROGRAM INCLUDES**

- ✓ Assistance in developing a business or growth plan in preparation for applying for the grant
- ✓ Business training geared to individual needs
- ✓ Ongoing mentorship for up to six months once the applicant is successful at receiving the grant

Check eligibility and initial application information can be found under "Programs" on the site  
[www.owensoundbusiness.ca](http://www.owensoundbusiness.ca)



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## Announcing the Starter Company Plus Program!

If you've got a great idea for starting a new business or have great business and need assistance to grow it in Grey County, you should consider applying.

Starter Company Plus provides enterprising individuals over 18 years of age, training, mentorship and an opportunity to apply for a grant of up to \$5000 to start or grow a business in Grey County. To check eligibility and apply for the program, visit [Starter Company Plus](#). Interested applicants must also register for and attend the How to Really Start a Business Workshop on April 19th, 9:00 am - 11:30 am (details below).

## Upcoming Workshops



## **Buying and Selling a Business event was a great success!**

More than 50 people attended the Buying and Selling a Business event held on Thursday, March 30th, at the Falls Inn in Walter's Falls. A panel of experienced entrepreneurs and local business experts shared their best tips for the do's and don'ts of selling or buying a business. Thanks once again to our event partners: Province of Ontario, Canada Business Ontario, Grey County, and The Henry Bernick Entrepreneurship Centre.

# Summer Company

Applications for Summer Company 2017 are now being accepted. This program is open to students aged 15 - 29 and provides training, mentoring and financial support to start and run a summer business. For more information, click on above image or contact the Business Enterprise Centre, 519-371-

## **How to "Really" Start a Business**

### **\*Note date and location change**

Wednesday April 19th

9:00 am - 11:30 am

Owen Sound & North Grey Union Public Library

FREE – Pre-registration is required

Facilitator: Cliff Bilyea

Discover the basic steps involved in starting a business, evaluating your idea, determining your market and basic rules and regulations.

## **Instagram and Google for Business**

Wednesday April 26th, 8:30 am - 10:30 am

Bayshore Community Centre

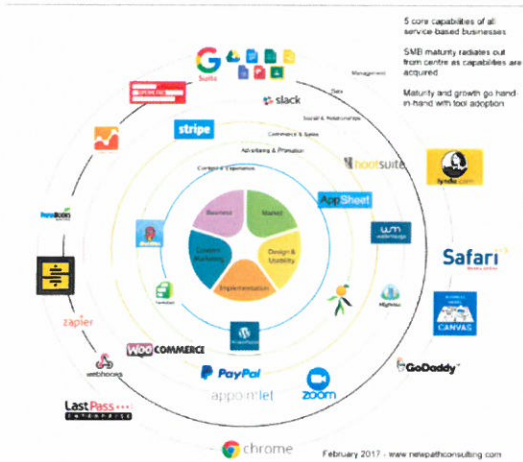
\$25 for both (HST Included)

Facilitator: Kirsty Stephenson, Kirsto

**Instagram** is quickly becoming one of the most popular social networks. With over 500 million active users, primarily in the 18-29 demographic, it is the network of choice for many small businesses. You will learn how to set up an account and post to it, benefits and demographics, how to develop an effective strategy, Instagram Stories and a brief review of Instagram advertising. We live in a **Google** world. We refer to Googling something on the Internet when in fact we mean we are searching for it. All small businesses must embrace Google



3232 or  
[businesshelp@owensound.ca](mailto:businesshelp@owensound.ca)



## Software overload? Integration brings relief

by Linda Dessau, NewPath Consulting

There are almost 4,000 cloud based productivity services on the market today, many of which are free or cost only a few dollars a month. With such a low barrier to entry, many small and medium-sized business owners are tempted to keep adding more and more tools and services until they're too overwhelmed to use any of them effectively.

NewPath's guiding principle is to choose the software services just right for your business size and maturity, rather than buying into a monolithic "do all" software platform. Our two primary evaluation criteria are quite simple:

[...Continue reading](#)

to have an effective digital presence. Session will cover Google My Business, a MUST for every business and not for profit.

You will learn to set up an account, what to include, photos, reviews, find insights on customers, Google Adwords, Google Analytics and Google +

### Getting and Keeping Your Books in Order

Tuesday May 16th, 9:00am - 11:30am

Business Enterprise Centre  
Training Room

\$15.00 (includes HST)

Facilitator: Jane Gallagher

Is your filing system one big shoe box with a year full of receipts? Join Jane Gallagher and learn the ins and outs of getting your paperwork in order (and how to keep it in order). Jane will share tax and organizing tips to help you be better prepared for future tax years.

**Register Now**

