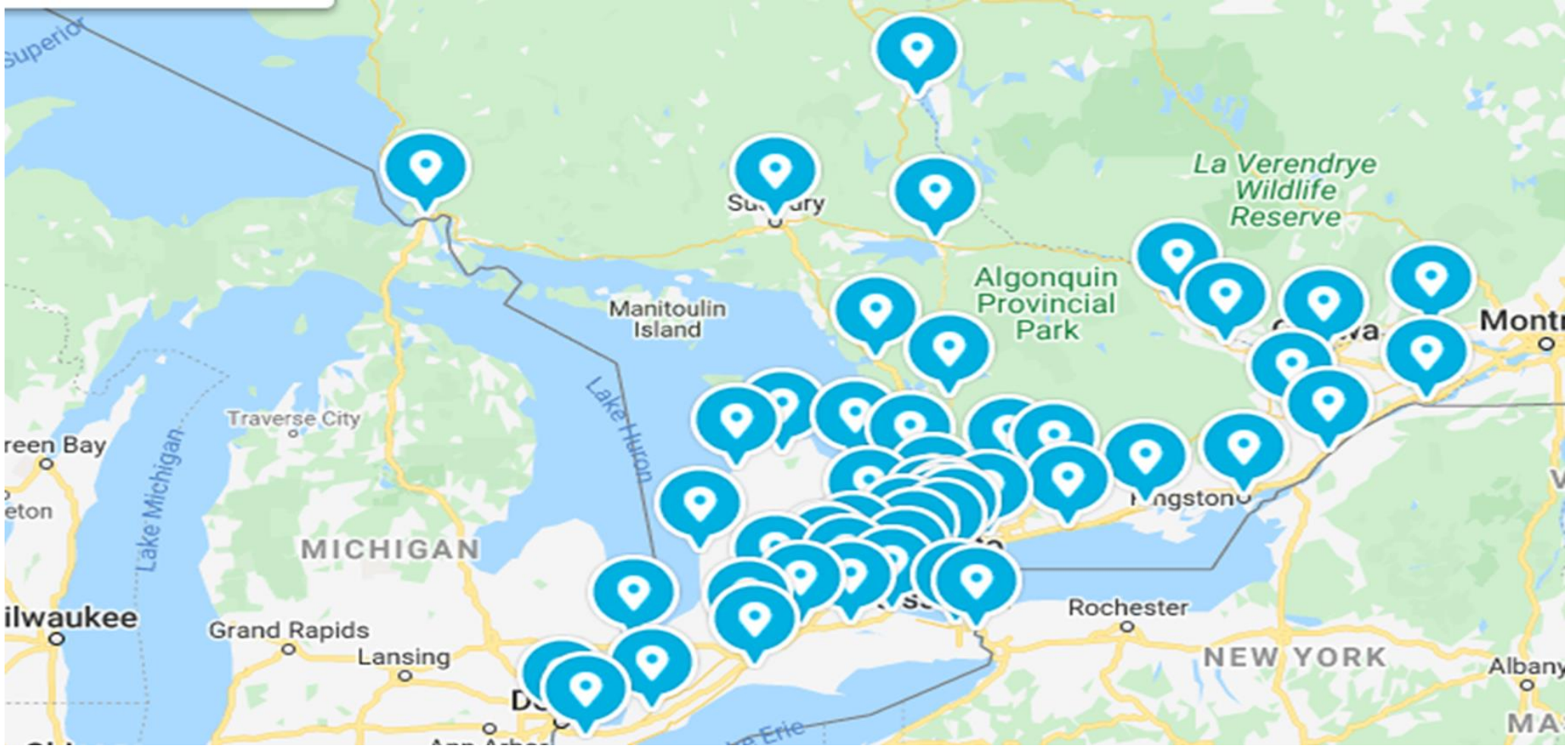


Waterloo Region Small Business Centre

*Helping companies to learn, start and grow in Waterloo
Region*

54 Small Business Centres - ON



Waterloo Region 3 Locations

- **Kitchener (founded in 1999)**

Manager, 2 Business Advisors, 1 Marketing/ Events, 4 DSS (temp)
(temp)

- **Cambridge (founded in 2000)**

1 Business Advisor, Customer Service support staff

- **Waterloo (founded in 2006)**

1 Business Advisor

Expert Business Advisors

Experienced advisors, many with entrepreneurial backgrounds, provide one-on-one confidential business advisory services.



What We Offer

- Business Consultations
- Navigating government regulations, registrations, licenses, permits
- Business Training, Workshops)
- Entrepreneurship Funding Programs
- Networking Opportunities and Events

12,000 +

Inquiries

2,500 +

Consultations

450 +

Jobs Created

Programs

- Starter Company
- Summer Company
- Digital Service Squad
- Food Ventures
- Liftoff Black Entrepreneurship
- Women Entrepreneurship



Entrepreneurship Programs

Starter Company Plus (MEDJCT)

- Age 18+
- Start, Grow, Purchase
- Grant up to \$5,000 per company
- Up to \$125,000 allocated annually annually

Summer Company (MEDJCT)

- Students Age 15 – 29
- Startup
- Grant up to \$3000 per company
- Up to \$66,000 allocated annually

Digital Main Street (OBIAA)

Digital Service Squad

&

Digital Transformation Grant

- Team of 4 Grad Students
- Assist small businesses with:
 - Digital Marketing,
 - Website, e-Commerce,
 - SEO, Google
- 800+ companies/year

- On-line Application DMS
- Main Street Businesses
- Commercial location
- \$2,500 grant/business
- 100+ grants/year

Equity-Deserving Entrepreneurs

Liftoff by CCAWR

- Partnership
- Black Entrepreneurs all ages and industry sectors
- Start, Grow, Scale
- Co-host events

Women Entrepreneurship

- Partnered with WLU and Innovation Guelph
 - Social Entrepreneurship
 - Women in STEM
 - Indigenous Women
 - Main Street Businesses

Food Ventures Covid Recovery Program

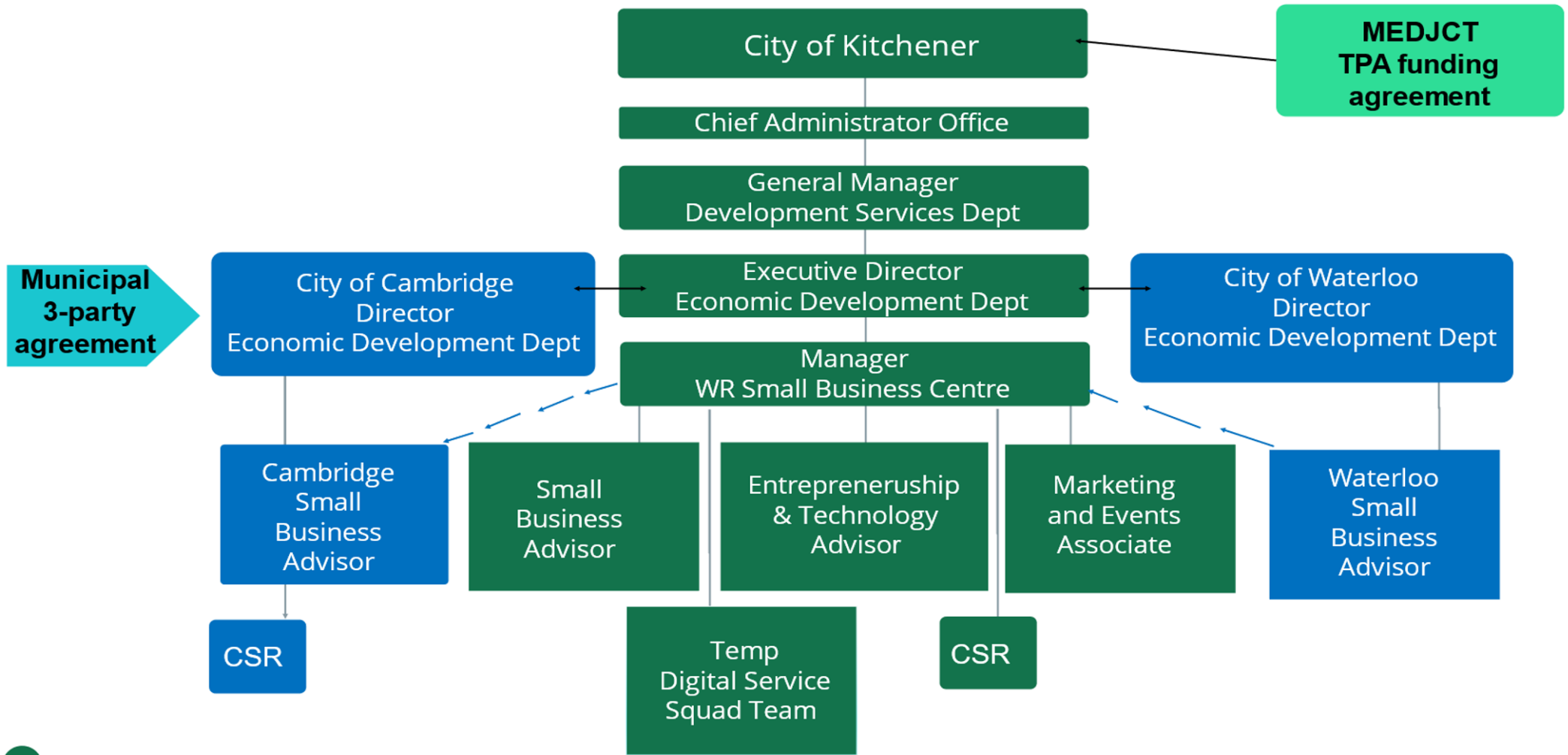
- Boot Camp
- Restaurant to Retail
- Farm to Retail
- Culinary Tourism

- 10-12 week programs to help small business prepare to sell consumer packaged goods (CPG's)



Community Outreach

- Post Secondary Institutions, Secondary Schools
- Chambers of Commerce, Board of Trade, BIA's
- Social Agencies - YWCA, Multicultural Centre, Coalition of Muslim Women, Business Education Partnership, Immigration Partnership
- Communitech, Velocity, Accelerator, WLU, Greenhouse

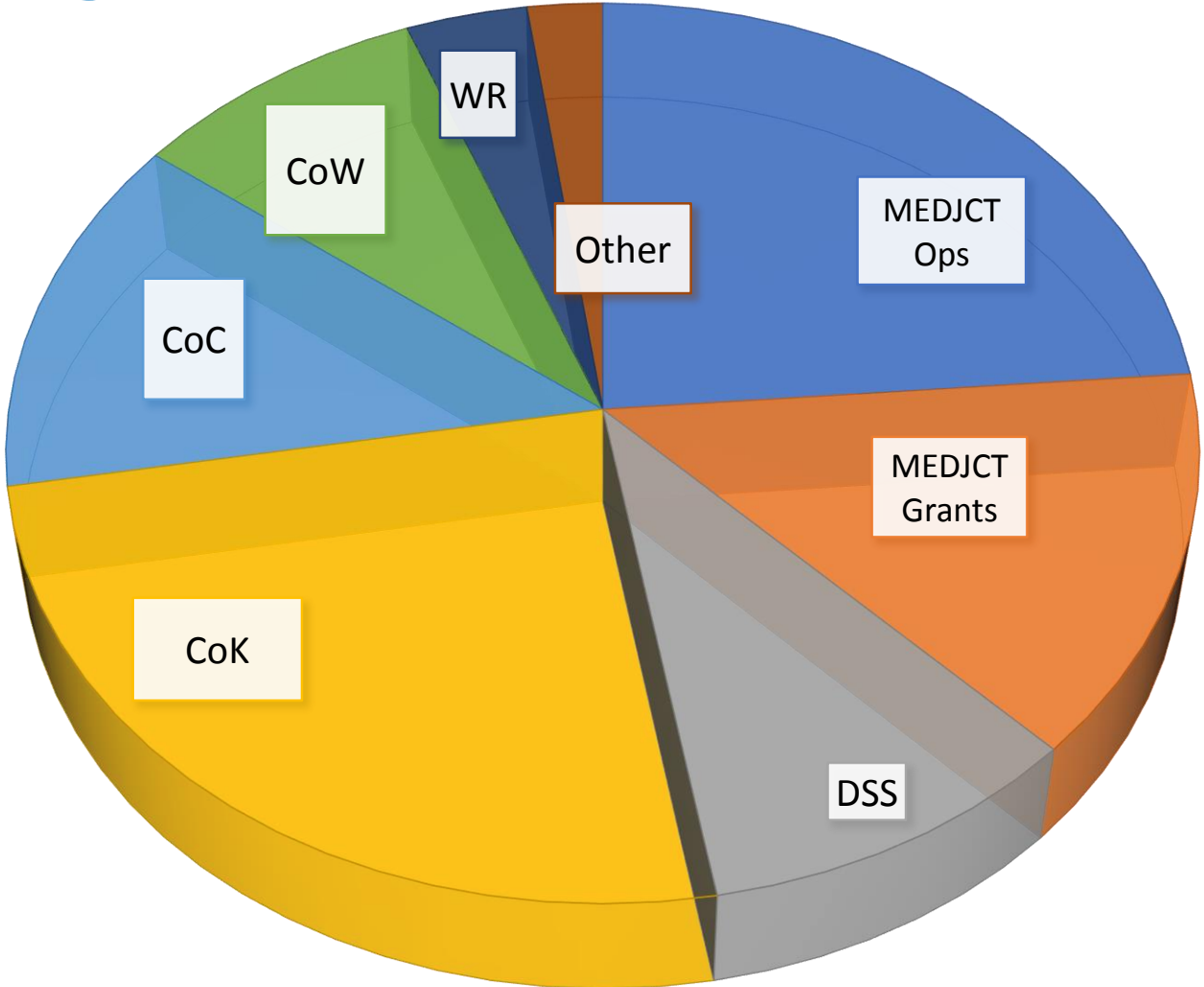


SBC Advisory Committee – meets 6X year, citizen representation from all WR Communities and industry sectors

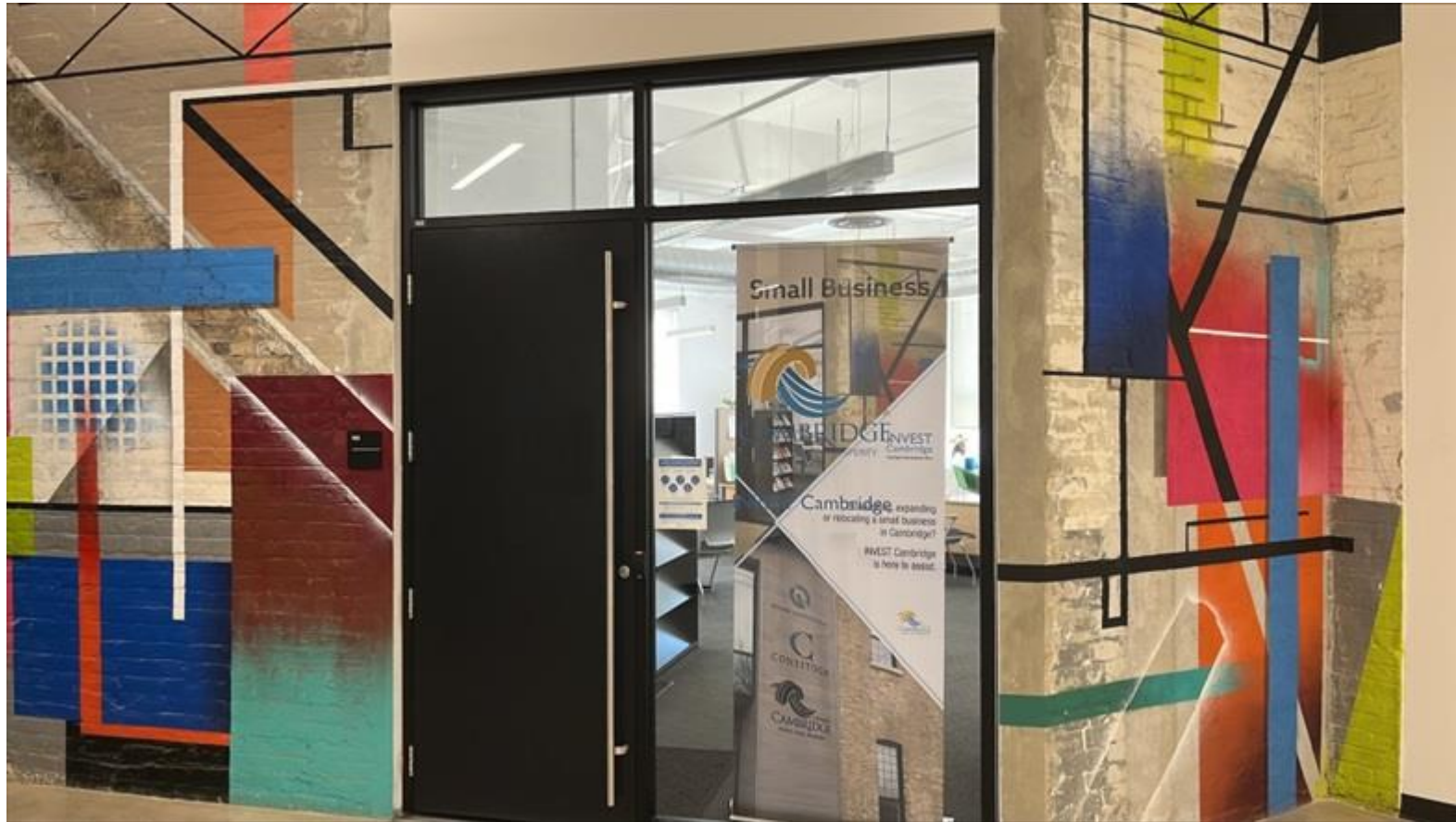


Blue – CoK - WR Small Business Centre Manager has no direct authority over the staff at the City of Cambridge & Waterloo,

WRSBC Budget



The Cambridge Small Business Centre



Cambridge Small Business Numbers



<u>Performance Indicators</u>	<u>2022</u>
# Businesses Started	66
# Businesses Purchased	5
# Businesses Expanded	22
# Jobs Created	93
# Inquiries	1896
# New Client Consultations (starting)	115
# New Client Consultations (Expansion)	74
# Repeat Client Consultations	55
# of total Consultations	244
# Workshops/Seminars	43
# Events Attendance	388

Funding Programs

- **Starter Company Plus**
 - The Starter Company Plus Program is for business owners operating less than 5 years, ready to expand or buying a business in Waterloo Region.
 - In 2022, 13 Cambridge businesses participated.
 - 10 received grants for a total of \$45,000.
- **Digital Main Street**
 - Digital Transformation Grant Program is focused on providing brick-and-mortar small businesses with a digital assessment, online training and a \$2,500 grant to implement their digital transformation plan.
 - The Digital Service Squad helped 67 Cambridge Businesses receive grants of \$2500 over the past 3 years for a total of \$167,500.
- **Summer Company**
 - Summer Company is an entrepreneurship program for students looking to run a business during the summer months.
 - 1 Cambridge Student took part in Summer Company last year and received a \$3,000 Grant.

Success Story – Bishops Brew Cafe

- The owners of The Bishops Brew Café contacted the small business centre about licensing and registration.
- Through the Invest Cambridge office, they were introduced to the Core Areas CIP programs.
- They were approved for a \$50,000 CBRRIIG grant through the Core Areas CIP Program and have opened their café at 49 Queen Street East in Hespeler.



Waterloo Region Small Business Centre

www.waterlooregionsmallbusiness.com