

# Halton Region's Entrepreneurship Services



**Small Business Centre  
Global Business Centre**

**BARAAC Presentation – June 16, 2021  
Stephanie Mazhari, Manager, Entrepreneurship Services**

# WHO ARE WE & HOW CAN WE HELP?

# HALTON SMALL BUSINESS CENTRE (SBC)



Ontario Network of Entrepreneurs

The Ontario Network of Entrepreneurs (ONE) is a collaborative network of expert advisors, programs and resources across Ontario to help entrepreneurs start and grow their businesses and create jobs. For more information, visit [www.onebusiness.ca](http://www.onebusiness.ca)



## HALTON REGION SMALL BUSINESS CENTRE

Halton Region Small Business Centre offers many services to entrepreneurs and small business owners in all stages of their business. From formulating an idea to starting and expanding a business, we are here to help you!



## HALTECH REGIONAL INNOVATION CENTRE

HalTech works with companies to expand their start-ups, grow their businesses, develop their ideas and commercialize their products.



## BUSINESS ADVISORY SERVICES

Business Advisory Services are focused on helping high-growth firms grow their businesses here and abroad.



# WHO DOES THE SBC SERVE?

- **People thinking** about beginning to explore small business (all industries)
- **People starting** and preparing to get established in the marketplace (all industries)
- **People growing** or expanding existing businesses, typically less than 5 years old (all industries)
- **Youth** – young people wanting to explore the possibility of self-employment

# SBC SERVICES & PROGRAMS

- 1 on 1 Consultations
- Seminars & Special Events
- Access to Professionals Program
- Consultant-on-Site Program
- Resource Centre  
(in-person & online)
- Public-use Computer Stations
- Grant and Training Programs
- Access to Networks & Other Institutions (i.e. gov't, post-secondary)



# SBC COVID-19 SUPPORT

- **Fielding Inquiries**
- **Webinars**
  - Reopening, Workplace Safety, Mask By-law, Agri-Business & Agri-Tourism, Restaurants & Personal Service Businesses, etc.
- **Assistance**
  - COVID-19 funding & grant government programs, PPE, business model, cash flow analysis, workplace safety, hiring/HR, e-commerce/website, marketing, more
- **Community Partnership & Collaboration**





# SBC – DROP-IN RESOURCE CENTRE



## Client Resources:

- Business publications, reference material
- Lending library
- Public-use computers
  - Business registrations
  - Online Market Research Tools
  - Business plan software

## Client Promotion:

- Featured Entrepreneur Display Case
- Wall of Fame
- Monthly E-Newsletter
- Network Halton Board

# SBC – VIRTUAL SERVICES



- Inquiries (e-mail & phone)
- Online Getting Started
- One-on-one consultations
- Research
- Website – online toolkits and resources
- Entrepreneurship programs



# SBC SERVICES – ADVISORY SUPPORT

## One-on-one meetings with a Business Consultant

- Virtual (Zoom)
- Strategic/Business Planning/Business Model
- Develop Business Value Proposition
- Sales & Marketing
- Identifying & targeting clients and customers
- Social media and digital marketing
- Financials – cash flow analysis, financials, financing
- Legal and accounting
- Export
- More!



# SBC PROGRAMS – ATP

## Access To Professionals



### Professional Volunteers:

- Accountants/Bookkeepers
- Lawyers
- Intellectual Property, Trade-mark Agents
- Marketing specialists
- Web design/IT
- Global Investment Consultants

45 minute meeting with a local professional to answer specific questions at no charge.

# SBC SERVICES – SEMINARS/EVENTS


- Bi-Weekly “Getting Started” info sessions or online e-learning portal
- Monthly youth programming info sessions
- Bootcamp Webinars:
  - How to Start a Small Business
  - Business Plan Basics
  - Market Research
  - Marketing/Sales
  - Building Your Business Online
  - Financials 101
- Digital Training Sessions
- Events & Workshops
  - CRA Tax presentations
  - Marketing & Sales



# SBC PROGRAMS – SCP

# Starter Company Plus

## Mentoring and Training Cohort Program:

- New businesses, all industries
  - Aged 18+
  - Opportunity to receive a micro-grant of up to \$5,000
  - Hands-on training and mentoring
  - Seminars and workshops
  - Business Plan development
  - Networking
  - Check Eligibility
  - Attend Info Session
- 
- A photograph of a woman wearing a white hijab and a light blue shirt, sitting and resting her chin on her hand in a thoughtful pose. Above her head is a large, glowing yellow lightbulb. Surrounding the lightbulb are numerous small, black-and-white line-drawn icons representing various business concepts such as a laptop, a rocket, a bar chart, a pie chart, a handshake, a gear, a magnifying glass, a target, a calendar, a mail envelope, a factory, a person at a desk, a speech bubble, a lightbulb, a dollar sign, a percentage sign, a bar chart, a pie chart, a handshake, a gear, a magnifying glass, a target, a calendar, a mail envelope, a factory, a person at a desk, a speech bubble, a lightbulb, a dollar sign, and a percentage sign. To the right of the woman, there is partially visible text that reads "Have ST".



**Next Cohort starting Fall 2021**



# OTHER SBC PROGRAMS & WORKSHOPS

## Food Venture Program – “Food Jam”

### Food Workshop and Mentoring Program:

- 5 Weeks (September – October 2021)
- New, Early-Stage Entrepreneurs
- Topics:
  - Value Prop/Constraints/Sales Funnel
  - Recipe development
  - Packaging
  - Branding
  - Finance
- Application process
- More details to come!



*Get Ready for Retail*  
**5 WEEK FOOD JAM**

For early stage food entrepreneurs looking to get a product ready for retail or food service





# WHAT IS THE HALTON GLOBAL BUSINESS CENTRE?



GO GLOBAL.

GLOBAL BUSINESS CENTRE



# WHO DOES THE GBC SERVE?

Halton Global Business Centre:

Is a hub of resources and support for local small to medium sized businesses that are looking to scale up and go global.

One-Stop-Shop to help those:

- ✓ **Interested in exporting**
- ✓ **New to exporting**
- ✓ **Born global**
- ✓ **Experienced exporter**



# GBC – SERVICES & PROGRAMS

## How Can We Help?

**Advisory &  
Consultation  
Services**

**Export-  
focused  
Events &  
Workshops**

**Funding &  
Training  
Programs**

**Referrals to Support  
at Other Levels of  
Government**

**Resources  
& Tools**

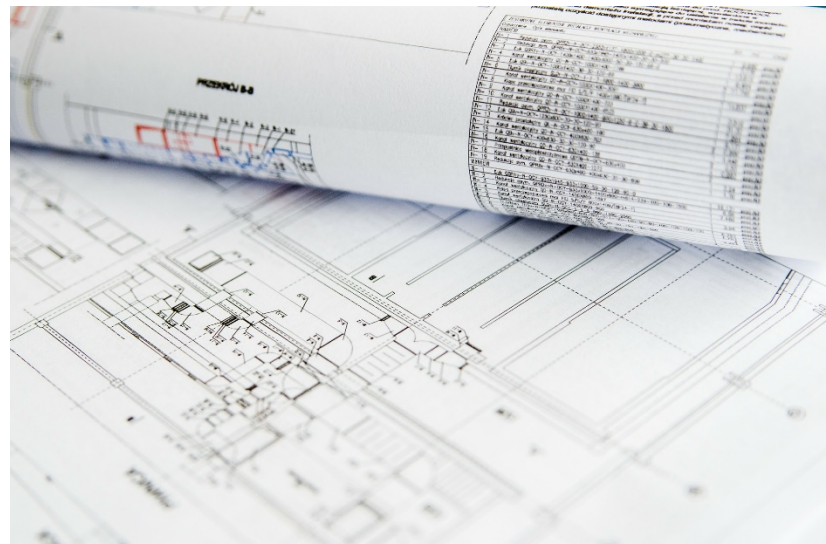
# GBC – PARTNERSHIPS



# CONCIERGE PROGRAM

The Employment Land Concierge provides enhanced customer service and support to non-residential developers and businesses looking to locate or expand in Halton's Employment Areas. Concierge services include:

- site selection assistance
- site visit and tour coordination
- assistance with internal discussions during the development process
- acting as a liaison between internal departments and government agencies
- guidance on strategic partnerships with industry contacts and local businesses
- market research and analysis support



To learn more about the Employment Land Concierge, contact [ecdev@halton.ca](mailto:ecdev@halton.ca).





# Questions?



**[www.halton.ca/business](http://www.halton.ca/business)**



**@HaltonBusiness**



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**Newsletter Sign-Up!**

