



**MEDIA RELEASE– Sunday March 5, 2017**

## **PETERBOROUGH ECONOMIC DEVELOPMENT ANNOUNCES STARTER COMPANY PLUS**

[PETERBOROUGH, ON]: This afternoon, Peterborough Economic Development (PED) launched Starter Company Plus, a new program funded by the Government of Ontario that will support entrepreneurs as they start and expand their businesses in Peterborough & the Kawarthas.

The new Starter Company Plus program will support all entrepreneurs over 18 who are out of school and looking to pursue full-time entrepreneurship. This program has been designed to support business start-ups and expansions for companies under 5 years old. The program builds on the success of the B.L.A.S.T. Pilot Program, that was created and administered by Peterborough Economic Development's Business Advisory Centre last year, as well as the previous iteration of Starter Company that was geared at youth ages 18-29.

"This program will provide entrepreneurs in Peterborough & the Kawarthas with the tools and tangible takeaways that they need to succeed in business," explains Peterborough Economic Development's Director of Business Development, Suzanne McCrimmon. "The training will focus on business planning fundamentals including financial literacy, operations and market research."

Upon completion of the training program for each intake period, participants will have the opportunity to submit their business plan and compete for one of 7 micro-grants ranging from \$2000 - \$5000. These grants will be awarded based on merit and announced at an event hosted by Peterborough Economic Development.

There will be three intakes to the Starter Company Plus program in 2017. March 31<sup>st</sup> is the application deadline for the first intake. Those interested in applying are encouraged to attend a "Starting Point" workshop taking place every Monday in March at Peterborough Economic Development's office at 210 Wolfe Street from 2:30pm – 4pm.

For full details on the Starter Company Plus program, including program description, eligibility requirements, terms and conditions for the program, please visit: [\*\*peterboroughed.ca/starter-company-plus\*\*](http://peterboroughed.ca/starter-company-plus).

The mission of Peterborough Economic Development is to lead Peterborough's economic growth by attracting the talent, innovation and investments that create desirable jobs and an irresistible place to live and visit.

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For additional information please contact Cara Walsh, Corporate Communications Coordinator, 705.743.0777 Ext. 2116 or [cwalsh@peterboroughed.ca](mailto:cwalsh@peterboroughed.ca), [@PtboCaraW](https://twitter.com/PtboCaraW) [@PtboEcDev](https://twitter.com/PtboEcDev)

**Additional Supporting Quotes:**

“I am pleased that our government is partnering with Peterborough Economic Development to assist with their new Starter Company Plus program. This program will allow Peterborough Economic Development to support individuals who are looking to pursue a career as an entrepreneur right here in our community. The program will provide these young entrepreneurs with the tools and supports needed to succeed in business.

**- Jeff Leal, MPP for Peterborough**

“Peterborough Economic Development has always been an important partner in promoting economic growth in our region. I am confident that their new Starter Company Plus program will provide the much needed opportunities for talented entrepreneurs in Peterborough & the Kawarthas. Thus enabling them to achieve success and contribute further to the development of our communities.”

**– Laurie Scott, MPP for Haliburton-Kawartha Lakes-Brock**

“Small businesses are the backbone of Peterborough County. Programs that offer training such as Starter Company will help to foster entrepreneurship and retain our entrepreneurs - which in-turn promotes growth for our region”.

**-Joe Taylor, Peterborough County Warden**