



ECONOMIC DEVELOPMENT

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## **ENTREPRENEURS CAN MAKE BUSINESS IDEAS A REALITY WITH STARTER COMPANY PLUS**

**[PETERBOROUGH, ON]:** This spring, aspiring and established entrepreneurs in Peterborough & the Kawarthas can make their business idea a reality with the Starter Company Plus Program. Applications for the spring intake are open until April 30<sup>th</sup>.

Starter Company Plus is designed to provide business training for entrepreneurs in the City of Peterborough and Peterborough County who are launching or expanding a business that has been operating for 5 years or less. The program provides one-on-one consultations with the program facilitator and in-person/virtual training with experts who guide entrepreneurs through writing a business plan.

“For many, 2023 is a year where individuals are looking to take something they may have been operating on the side or a passion project developed throughout the pandemic and turn that business into a reality. This is a comprehensive self-employment training program that sets entrepreneurs up for long-term success,” says Madeleine Hurrell, Manager of the Business Advisory Centre.

The Starter Company Plus program has supported numerous businesses to grow from early-stage startup to retail enterprise and to grow their teams, product lines and marketing channels.

“Participants who successfully complete the program and submit a final business plan and pitch to our panel of judges have an opportunity to receive one of six \$5,000 microgrants to start or grow their business.” added Hurrell.

Since its launch in 2017, the Starter Company Plus program, delivered by Peterborough & the Kawarthas Economic Development’s Business Advisory Centre, has assisted over 215 local entrepreneurs and more than 174 small businesses. These small businesses have created over 200 jobs in the local economy.

**Applications close on Sunday, April 30<sup>th</sup>. Applicants can learn more about the program and apply online by visiting [www.investptbo.ca/starter](http://www.investptbo.ca/starter)**

-30-

For additional information on the program please contact Madeleine Hurrell, Manager, Business Advisory Centre at 705-740-4314 or [mhurrell@investptbo.ca](mailto:mhurrell@investptbo.ca)

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