

Individuals applying for the Starter Company Plus must satisfy the following eligibility requirements:

- be 18 years of age or older at the time of application
- proposing a new company, expansion of an existing company or buying a business in the City or County of Peterborough that is less than five years old
- not attending school full-time nor returning to school
- be a resident of Ontario
- be a Canadian citizen or permanent resident.
- prepared to commit a minimum average of 35 hours a week to the business
- ready to attend five mandatory business training workshops
- experienced with up-to-date training/licensing/accreditation related to the business venture
- not in active bankruptcy
- not enrolled in other provincial employment or self-employment related programs that include or do not include financial assistance
- not currently enrolled concurrently in any self-employment or entrepreneurship training/financing programs offered by government-funded organizations
- cannot have participated in programs or received funding from Peterborough & the Kawarthas Economic Development (i.e. Summer Company or Starter Company Plus) within the last 12 months

Eligible businesses are:

- located within the City of Peterborough, Township or Municipality
- legally compliant, following all government regulations and applicable municipal by-laws
- a sole proprietorship or a corporation where the applicant is the majority shareholder
- a partnership where the applicant holds the Majority share; if 50/50 shared, only one partner may apply.
- operating at arm's length from an existing family business venture;

*Please note the Business Advisory Centre will assess seasonal businesses on an individual basis.

Businesses not eligible for Starter Company Plus Include:

- franchises, commissioned sales and distributorships
- not-for-profit, social enterprise, co-operatives or charitable enterprises
- multi-level marketing ventures
- a one-time event, such as a festival, party, celebration or race
- businesses that are strictly pay-per-click or a 1-800 number businesses
- Peterborough & the Kawarthas Economic Development maintains a strict Code of Conduct Policy. As such, all Starter Company Plus participants are expected to perform their businesses with good judgement, integrity, honesty and impartiality and conduct themselves at all times in a manner that recognizes the dignity and respects the rights of others. Participants that undertake business activities involving discrimination based on race, ancestry, place of origin, colour, ethnic origin, citizenship, creed, sex, sexual orientation, gender identity and expression, age, disability or any other consideration or basis made unlawful by the Ontario Human Rights Code will be ineligible to apply and eliminated from the program immediately.

Suitability

While the Starter Company Plus initiative is open to all eligible individuals, it is a training and mentoring initiative geared towards assisting those in need of business knowledge and support.

Approval into the Starter Company Plus initiative is a competitive process, and eligible applicants may not all be accepted. As the initiative aims to address local and regional economic development needs, the Business Advisory Centre may prioritize participation based on specific industries and sectors.

For more information, please contact:

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To complete and submit an online application for Starter Company Plus, please visit: <https://peterboroughed.ca/business-support/starter-company-plus/> for program dates