



Partnership Presentation
October 2021

Overview

A series of white, wireframe-style geometric shapes, including cubes and other polyhedrons, are arranged in a cluster in the top right corner of the blue header area.

01 SUPPORTING
BUSINESS IN
OXFORD COUNTY

02 OUTREACH TO
BUSINESS IN
OXFORD COUNTY

03 Moving Forward

Starter Company Plus

Starter Company Plus is an Ontario government program that provides adults 18+ with the resources and knowledge they need to start and grow their own business. The program offers:

- Training and business skill development
- Advice and mentorship from local business leaders and industry professionals
- A grant of up to \$5,000



Phase Five Electric - Ingersoll



Kintore Coffee Co. - Embro



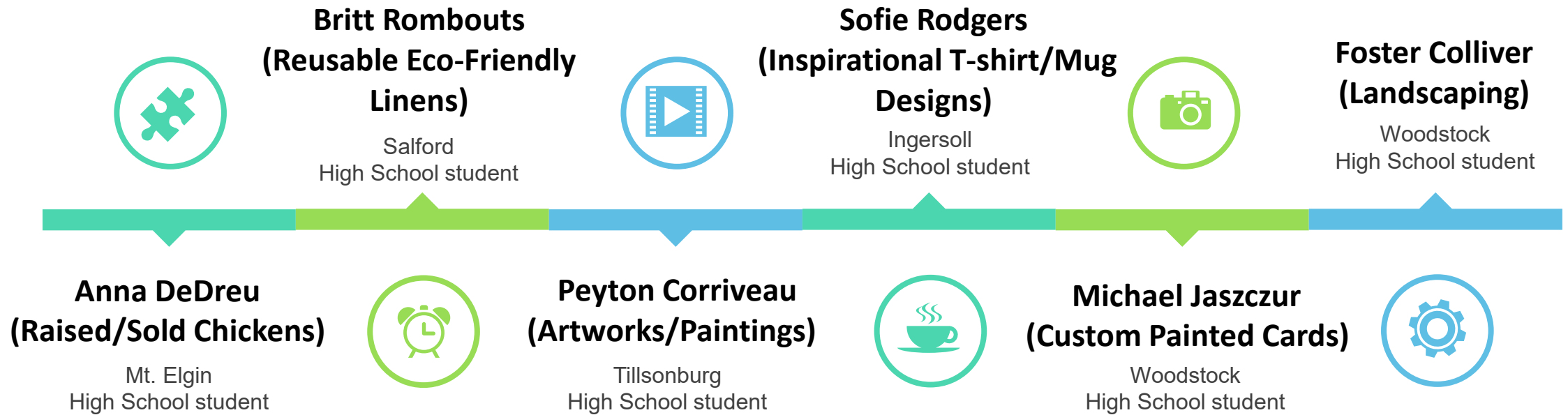
Aduro Athletics - Woodstock



**Rose & Daffodil Bakery -
Tillsonburg**

Summer Company

The Summer Company program provides students aged 15 to 29 start-up money to kick-off a new summer business as well as advice and mentorship from local business leaders to help get their business up and running. Applicants must start their business from May to July and end it on Labor Day or they can choose to keep running their summer business while back in school. Applicants get up to \$1,500 up front to help with start-up costs and up to \$1,500 when you successfully complete the program requirements. Funding is up to \$3,000.



2021 Gross Revenue generated to date: \$12,150

2021 – Year To Date (at Sept 20/21)

- We've engaged with **713** unique and repeat clients, supporting **519 EXISTING** businesses and assisting **194 NEW** start ups.
- We've conducted **1,272** meetings/consultations/engagements (any client interaction over 30 min)
- Woodstock – **278** unique clients (39%)
- Tillsonburg – **121** unique clients (17%)
- Ingersoll – **106** unique clients (15%)
- East-Zorra Tavistock Township – **50** unique clients (7%)
- Norwich Township – **45** unique clients (6%)
- Zorra Township – **42** unique clients (6%)
- Blandford-Blenheim Township – **36** unique clients (5%)
- Southwest Oxford Township – **21** unique clients (3%)
- Other – **14** unique clients (2%)

Regional Partnerships





FOOD BUSINESS ACCELERATOR

12-WEEK FOOD VENTURE BOOTCAMP

TAKE YOUR BUSINESS OUT OF YOUR KITCHEN

Sep 23
WEEK 1
Idea Feasibility & Food Trends

Sep 30
WEEK 2
Competitive Analysis, Constraints & Channels

Oct 7
WEEK 3
Food Science & Recipe Development

Oct 14
WEEK 4
Guidelines for Food Packaging & Labelling

Oct 21
WEEK 5
Sanitation & Food Safety Training

Oct 28
WEEK 6
Financial Feasibility and Recipe Costing

Nov 4
WEEK 7
Food Product Sales for Food Service or Retail & Preparing a Business Pitch

Nov 11
WEEK 8
Value Proposition & Business Plan

Nov 18
WEEK 9
Present Your Elevator Pitch

Nov 25
WEEK 10
Mentoring and Feedback with SBC and BRC

Dec 2
WEEK 11
Business Plan Feedback and Mentoring with SBC and BRC

Dec 9
WEEK 12
Moving Your Food Business Forward with SBC and BRC

To apply for this program, contact:
brc@brantford.ca
info@thesmallbusinesscentre.ca

Presented by:



www.FoodVentureProgram.com

DIGITAL MAIN ST.™



The Small Business Centre is always looking for new ways to promote Oxford County throughout the Region and Province

Community Partnerships



The Small Business Centre is a proud member of the Oxford County community, Working with all 5 Chambers of Commerce, 4 Business Improvement Associations and agencies like Community Futures, Tourism Oxford, Rural Oxford Economic Development and Community Employment Services.

COVID Recovery Initiative

Engage Oxford Website



Engage Oxford is an exciting new resource from The Small Business Centre that enables people to get involved locally. You can find or list events to gain exposure in Oxford County.

119 Businesses Registered to Date

SBC LIVE - Recovery Initiative & Community Outreach

Start Date July 5, 2021

- ❑ Expand relationships with Oxford County small businesses.
- ❑ On-site visits to local businesses (4 days per week).
- ❑ Work with community partners and municipalities to address specific needs
- ❑ 305 businesses connected with as of September 30, 2021.

Based on feedback from clients our message going forward will be
“You are not alone. Make us your first call”.



Budget 2021 Committed Funds



Engage Oxford website (Development/Launch)	\$14,000.00
SBC Live Videos/We Grow Together	\$ 10,000.00
Food Business Accelerator (trainers)	\$ 7,500.00
Software & Subscriptions	\$ 5,500.00
Canada Small Business Week (Oct 2021)	\$ 3,750.00
Marketing (print materials, online ads)	\$ 3,500.00
Training (seminars and courses for staff)	\$ 3,500.00
Travel (mileage, meetings, meals)	<u>\$ 2,250.00</u>
	<u>\$50,000.00</u>

Budget 2022 Request

At The Crossroads Accelerator programs (training)	\$15,000.00
SBC Live Videos	\$ 9,000.00
Engage Oxford website (promotion & maintenance)	\$ 6,500.00
Special Events (Bridges, Networking, Joint Events)	\$ 5,000.00
Software & Subscriptions (ongoing)	\$ 5,000.00
Travel (mileage, meetings, meals)	\$ 3,500.00
Marketing (print materials, online ads)	\$ 3,500.00
Training (seminars and courses for staff)	<u>\$ 2,500.00</u>
	<u>\$50,000.00</u>

This request accounts for 18% of the Operations, Marketing and Service Delivery budget of the Centre

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