

Attachment 1 - Starter Company Plus Evaluation Criteria



The Vaughan Small Business Resilience Program is powered by the Provincial Starter Company Plus program and is designed to help brick and mortar businesses start, grow or expand. Program participants receive tailored training, mentorship and have the opportunity to apply for a provincial grant of up to \$5,000.

The program will provide entrepreneurs with training to help develop their business plan, marketing strategies, budget and financial forecasts.

Eligible applicants with physical storefronts or office or industrial locations will be supported.

Training will be targeted and focused on:

- Supporting business owners in developing digital skills and improving their online presence
- Adopting new business strategies, such as e-commerce, that will allow them to continue generating revenue amid the emergency measures, and once the economy begins to slowly open back up.

All eligible participants will be invited to attend training sessions on an ongoing basis.

Important: The opportunity to apply for Provincial grant funding through Starter Company Plus is competitive. Not all program participants will receive a provincial grant, but all are eligible to participate in training. Priority for grant funding decisions will be based on the quality and viability of the application in terms of the level of demonstrated traction: (ie; minimum viable product, sales, subscribers/users, pilot projects underway) and realistic prospects for immediate local economic impact (i.e., jobs, use of commercial property, business expansion). Final approval for a Provincial Grant lies with a Regional Grant Administration (RGA) made up of economic development professionals from across York Region. The City of Vaughan's Small Business team will help applicants prepare their grant applications for the RGA through training and mentorship programs.

Eligibility Criteria

To be eligible for grant funding, participants must:

- Be at least 18 years old at time of application;
- Not be attending school full time;
- Be a resident of Ontario;
- Be a Canadian citizen or permanent resident;
- Not currently be enrolled in other self-employment or entrepreneurship training/financing initiatives financed by government-funded organizations;

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- Not have previously received a Starter Company or Starter Company Plus grant

And in addition:

- Be located in and operate in Vaughan
- Have operated out of a commercial storefront or office/industrial space at a Location other than the applicant's principal residence
- Have access to at least 3 months working capital (either cash savings or access to credit)
- Be an independent business and operate at arm's length from family business ventures
- Have less than 10 full-time employees (25 if a restaurant) (or equivalent)

Businesses not eligible to receive funding include:

- Distributorships
- Franchises
- Incorporated businesses that are controlled directly or indirectly by a person who would not be eligible for a Starter Company Plus Award
- Commissioned sales
- Not-for-profit or charitable enterprises
- Multi-level marketing ventures