

Tuesday, July 2, 2024

Social Media for Your Business

Date and Time: Tuesday, July 2 10:00 am - 11:30 am

Address: Virtual

Toronto Digital Service Squad will give you with a better understanding of how to leverage the power of social media.

Thursday, July 4, 2024

Balancing Your Balance Sheet

Date and Time: Thursday, July 4 10:00 am - 11:30 am

Address: Virtual

CPA Canada will help you learn healthy balance sheet basics and how to create one for your small business.

How to Apply to Futurpreneur's Black Entrepreneur Startup Program

Date and Time: Thursday, July 4 12:00 pm - 1:00 pm

Address: Virtual

About this event:

Are you ready to launch your business? Are you interested in moving your Futurpreneur application forward?

Join our Business Development Managers in this interactive webinar that will walk you through the steps of the Futurpreneur application process.

This webinar will:

- Outline the Futurpreneur Black Entrepreneur Start-Up Program eligibility and next steps for moving your application forward.
- Connect you with your local Business Development Manager.
- Highlight free resources available to you.

For any questions, please connect with:

- Adelin Brunal - abrunal@futuraentrepreneur.ca WEST ON, Manitoba, Saskatchewan, Alberta
- Eddy Paul - epaul@futuraentrepreneur.ca EAST ON
- Rachael Madore - rmadore@futuraentrepreneur.ca QC, Atlantic, BC
- Courage Edetanlen - cedetanlen@Futuraentrepreneur.ca Nova Scotia

Business Impact Intensive Modules (Communication Essentials Module)

Date and Time: Thursday, July 4 1:00 pm - 3:00 pm

Address: Humber River Centre, 28 Ann St, Bolton

Elevate your leadership skills and drive your business to new heights with the Business Impact Intensive.

Designed as a cornerstone of our comprehensive business program, this intensive focuses on leadership development to propel both you and your businesses forward.

Join us to embark on a journey of self-improvement, forge valuable connections, and strive for excellence in every aspect of your entrepreneurial endeavors. Don't miss this opportunity to unlock your full potential and make a lasting impact.

Monday, July 8, 2024

Rock My Business Idea

Date and Time: Monday, July 8 1:00 pm - 5:00 pm

Address: Virtual

Date: July 08, 2024

Time: 1:00 PM to 5:00 PM

Location: ONLINE

Aspiring entrepreneurs: Transform your idea into a thriving business

Three-Part Workshop Series

An impending economic slowdown may appear daunting for young, aspiring entrepreneurs. With the right approach one can create space for innovative ideas and find opportunities to fill gaps in the market with niche products and services. Are you an entrepreneur looking to transform your idea into a thriving business or grow your newly launched small business? Register today for the free, virtual, three-part Rock My Business workshop series, presented by Futuraentrepreneur and RBC Future Launch. The series provides you with the tools to develop your idea, formalize your business plan and create a viable cashflow—all while connecting you with fellow entrepreneurs across Canada.

Note: Complete the Business Plan and Cash Flow workshops to qualify for free one-on-one coaching from one of our Entrepreneurs-in-Residence.

RBC Rock My Business Start-up Awards:

Eight entrepreneurs, \$10k each

Futurpreneur and RBC want to help you launch your startup and are awarding eight young, aspiring entrepreneurs \$10k to take their small businesses to the next level!

Workshop 1: Rock My Business Idea

Ensure your idea is viable before developing a business plan.

You'll learn how to spot and overcome key obstacles to business viability, and how to meet short-term goals against timelines.

Note: If you've already firmed up your business idea—or if you've recently launched a new business—and are ready to create a solid business plan, proceed directly to workshop 2, Rock My Business Plan.

Tuesday, July 9, 2024

eCommerce 101: What, Why, and How

Date and Time: Tuesday, July 9 10:00 am - 11:30 am

Address: Virtual

Date: July 09, 2024

Time: 10:00 AM to 11:30 AM

Location: ONLINE

Toronto Digital Service Squad will teach you the basic steps to setting up an online store.

About this event:

More consumers than ever before are turning to online shopping for greater convenience, safety, and variety. In this webinar, the Toronto Digital Service Squad will teach you the basic steps to setting up an online store. We will cover everything from what you need to prepare before launching a store, to choosing an e-commerce platform, to providing excellent customer service online. You'll finish this session feeling excited about how e-commerce can help you reach new customers and expand into different markets.

What you will learn:

- What is e-commerce, why it's important and the benefits of selling online
- What platforms are available and how to pick the right one for you
- The basics of inventory management, choosing the right solution, and streamlining point-of-sale for both in-store and online
- Optimizing your website content, choosing the right themes, and the basics of search engine optimization (SEO)
- How to set up secure payments and various shipping options & costs
- Look at the basics of driving traffic to your store and boost sales through a variety of digital marketing channels
- How to provide excellent customer service throughout the e-commerce purchase funnel

Join us to learn why you should consider e-commerce for your business and how you can easily get started!

Rock My Business Plan

Date and Time: Tuesday, July 9 1:00 pm - 5:00 pm

Address: Virtual

Aspiring entrepreneurs: Transform your idea into a thriving business

Three-Part Workshop Series

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Workshop 2:

Rock My Business Plan

Develop a robust business plan.

You'll learn how to write the four main sections of the business plan: Company Profile, Marketing Activities, Market Research, and Operations.

Note: We recommend that all participants also register for the subsequent workshop, Rock My Cash Flow.

Wednesday, July 10, 2024

Caledon Lunch and Learn

Date and Time: Wednesday, July 10 12:00 pm - 1:15 pm

Address: Humber River Centre, 28 Ann St, Bolton

Bring your lunch, learn about specific business topics from experts, and network with fellow entrepreneurs in Caledon on the second Thursday of each month.

Topic: Target Demographic presentation

Business Impact Intensive Modules (Communication Essentials Session 2)

Date and Time: Wednesday, July 10 7:00 pm - 9:00 pm

Address: Humber River Centre, 28 Ann St, Bolton

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Thursday, July 18, 2024

Business After Hours Meet & Greet

Date and Time: Thursday, July 18 5:30 pm - 5:30 pm

Address: Gelato Mio - 44 Queen St N (rear of the building)

On the third Thursday of every month, come out and have fun networking with your Caledon Chamber of Commerce and other local business owners!

Thursday, July 25, 2024

Brampton Venture Expo 2024

Date and Time: Thursday, July 25 12:00 pm - 6:00 pm

Address: The Rose Brampton, 1 Theatre Lane Brampton, ON L6V 0A3

The fourth annual Brampton Venture Expo is the premier tech event bringing together startup founders, executives, investors and creatives across Brampton's biggest industries to reimagine the future of innovation and startups in shaping our city.

Whether you're a startup founder, a job-seeker searching for your next opportunity in tech, or someone exploring taking the leap into entrepreneurship - this event is for you!

Powered by [Brampton Venture Zone by TMU](#), the City of Brampton and the Brampton Innovation District, the event will feature impactful tech, entrepreneurship, and industry content, incredible 1:1 and group networking opportunities and access to world-class business leaders.

Keep up to date on our speaker lineup and [event updates here](#).

About Brampton Venture Zone by TMU:

A joint partnership between the City of Brampton and Toronto Metropolitan University, formerly Ryerson University, Brampton Venture Zone is a purpose-driven, non-equity incubator that is dedicated to building and growing early-stage technology startups in Brampton. We enable connections between aspiring entrepreneurs, current founders, industry experts, funders, and customers to build solutions that address hyperlocal issues in the community.

BVZ is a part of Toronto Metropolitan University's [Zone Learning network](#), one of the most respected university-based innovation ecosystems in the world. For more info on BVZ, visit [our website here](#).

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[Brampton's largest tech conference- Brampton Venture Expo](#)

For any questions regarding the event, including your registration please contact bramptonzone@torontomu.ca

<https://calendar.caledonbusiness.ca>