

Thursday, September 4, 2025

Starter Company Plus (\$5,000 Grant - Information Session)

Date and Time: Thursday, September 4 6:00 pm - 8:00 pm

Address: 41 George St S, Brampton ON L6Y 2E1

We are excited to announce that our office will be offering the highly anticipated Starter Company Plus - Existing Business Stream again in 2025, reaffirming our commitment to empowering and advancing established enterprises in Brampton.

In the upcoming program year of 2025, the Starter Company Plus initiative will be exclusively dedicated to supporting existing businesses and Arts business (Please ensure that you meet all the above requirements before applying for the Starter Company Plus program but you are welcome to the Information Session (Homebased moving to commercial unit, coworking or brick and mortar).

Recognizing the unique challenges faced by existing and artist businesses, the 2025 Starter Company Plus program aims to provide tailored resources, mentorship, and funding opportunities to promote their growth and success. Our comprehensive support services are designed to assist established businesses in overcoming obstacles, enhancing their operations, and maintaining a competitive edge in the ever-changing market landscape and includes a potential to receive 1 of 34 Grants of up to \$5,000 - *Please note that 5 to 9 grant will be allocated to Artist Businesses.*

Attendance at the info session does not guarantee acceptance into the program or the receipt of a program grant.

Join us for an informative orientation session where you will gain valuable insights into the renowned Starter Company Plus program in Brampton. This session will cover various aspects including:

- 1. Eligibility requirements for existing businesses in 2025.
- 2. Program requirements and what to expect throughout the program.
- 3. Comprehensive training sessions and mentorship opportunities.
- 4. Detailed schedule of program activities.
- 5. In-depth information about the program's grant opportunity.

Learn how to apply, we strongly encourage you to register for one of our mandatory virtual info sessions. These sessions are designed to provide all the necessary information and guidance.

- Information Session # 2 - August 13th 2025 (6 PM to 8 PM)
- Information Session # 3 - September 4th 2025 (6 PM to 8 PM)

For information about the program outside of the Brampton area, please refer to the List of [Small Business Entrepreneur Centres and Community-Based Provider Locations in Ontario](#).

Eligibility Criteria for Starter Company Plus

To be eligible for the Starter Company Plus Initiative, individuals must meet the following requirements:

1. Applicants must be 18 years of age or older at the time of application.
2. Applicants must be Canadian citizens or permanent residents residing in Brampton.
3. Applicants should fall into one of the following categories: - Existing Business within the last 5 years. - Planning to Expand an existing company (even if it is over 5 years old). or Artists Business - Purchased a business in Brampton or Caledon.
4. Applicants must not be attending school full time or planning to return to school.

Those who aren't eligible

- Non-profits will not be eligible for the grant but may be eligible to take part in the training.
- OW & ODSP may be able to take part in the training but are not eligible for the funding.
- Any franchise businesses.
- Previous Starter Company and Starter Company Plus participants are not eligible.

Please Note:

An existing business refers to a company or enterprise that is already established and operational. It has been in operation for a period of time and has an established customer base, infrastructure, products or services, and a track record of financial transactions. In contrast to a startup or a new business, an existing business has a history and a presence in the market.

It could be a retail store, a manufacturing facility, a service provider, an online business, or any other type of commercial operation. The key characteristic of an existing business is that it is already up and running, generating revenue, and has a set of established business practices, systems, and operations.

[Register Here](#)

Thursday, September 11, 2025

Unlocking AI for Small Businesses with Digital Main Street & Google Canada

Date and Time: Thursday, September 11 1:00 pm - 2:00 pm

Address: Virtual

About this event

AI is a powerful technology that can help simplify business tasks and create new opportunities for small businesses and entrepreneurs – but knowing how to use it may seem overwhelming. This free virtual workshop, presented by Digital Main Street and Google Canada, is designed to empower small businesses with essential AI skills. Learn practical prompting techniques, explore real-world AI applications, and understand the policy changes shaping the future of small business in Canada.

At this workshop, you will:

- Learn prompt writing skills to get better results from AI tools, taught by a Grow with Google AI expert.
- Understand the basics of generative AI and how it applies to small businesses.
- Discover the benefits of AI for personalized marketing, customer service, and content creation.
- Get up to speed on policy changes and how they may impact your ability to target, advertise, and grow.

This workshop is for:

- Small business owners seeking a competitive edge with AI.
- Small business decision-makers looking to navigate emerging tech and policy trends.
- Anyone curious about AI but unsure where to start.

[Register Here](#)

Thursday, September 18, 2025

The Rules of the Game: Competition Law and Procurement

Date and Time: Thursday, September 18 1:30 pm - 2:15 pm

Address: Virtual

What businesses and procurement professionals need to know about competition law and procurement compliance.

[Register Here](#)

How to Start a Small Business

Date and Time: Thursday, September 18 5:00 pm - 7:00 pm

Address: 200 Lakeview Crt (Upper level) Orangeville, ON L9W 5J7

Ideal for all emerging entrepreneurs, this session will cover the requirements and considerations of starting a small business in Ontario. Mark Jamieson, Co-ordinator of the Orangeville & Area Small Business Enterprise Centre, will discuss the key elements of a business plan and why this essential document is so important when starting or growing a business. This workshop will also answer many start-up questions and provide participants with the tools needed to begin building their own businesses.

Thursday, September 25, 2025

LinkedIn for Business Owners: How to Show Up, Build Trust and Grow Online

Date and Time: Thursday, September 25 9:00 am - 10:00 am

Address: 28 Ann Street, Bolton Ontario L7E 1B9. In the Humber River Centre (2nd floor)

Experience the Small Business Growth Series hosted by the Humber River Centre, where each session is guided by industry professionals committed to delivering practical and relevant content to help support your business at any stage of growth.

HRC Small Business Growth Series: LinkedIn for Business Owners: How to Show Up, Build Trust and Grow Online

Date: Thursday, September 25th, 2025.

Location: 28 Ann Street, Bolton Ontario L7E 1B9. In the Humber River Centre (2nd floor)

Time: 9:00 a.m. – 10:00 a.m.

LinkedIn is becoming an increasingly more powerful platform for business owners, entrepreneurs, and service providers to build trust, showcase expertise, and stay top-of-mind with their network for opportunities.

According to LinkedIn research, the personal brand is 20x more important than the business brand on the platform.

Whether you're new to LinkedIn or want to use it more strategically, this session will help you show up with confidence and clarity. Attend to learn how to optimize your profile, craft a strong presence, and start creating content that connects with potential clients, collaborators, and community partners.

Led by brand strategist and marketing advisor Daniel Francavilla, this hands-on session will cover:

- The most important parts of your LinkedIn profile to update
- What performs best (and what not to post) as a business owner
- Content strategies to increase visibility without spending money
- How to build your credibility, thought leadership content and personal brand (without being salesy)

You'll leave with actionable tips, real examples, and next steps to level up your LinkedIn presence — whether you're promoting your current business, launching something new, or looking to build your overall personal brand.

Speaker Bio:

Daniel is a Certified Brand Strategist, professor at OCAD University, member of the Canadian Marketing Association and RGD, and recipient of a 40 Under 40 Award.

He currently supports founders, leaders and their organizations with brand strategy, personal branding, storytelling and more.

Daniel launched The Good Growth Company in 2023, an upskilling company for non-profit organizations and purpose-driven businesses seeking to invest in their people to help scale their mission.

Previously, Daniel founded the creative agency Now Creative Group in 2013, which was acquired by King Street Media in 2021. Now received a Business Excellence Award, CMA Award and RGD Social Good Design Award. The firm also launched CreatorClub, a venture-backed platform and studio streamlining the content creation

process for creators and brands.

Register Here

<https://calendar.caledonbusiness.ca>