



MEDIA RELEASE
STRATFORD PERTH CENTRE FOR BUSINESS
NEW PROGRAM EMPOWERS LOCAL ENTREPRENEURS

"Digital Accelerator" grants \$45,000 to Small Businesses in Stratford, Perth and St. Marys

Stratford, Ontario – Thursday, April 30, 2020... **Today the Stratford Perth Centre for Business, launched "The Digital Accelerator", by Starter Company Plus, which will deliver 30 grants totaling \$45,000 to local entrepreneurs within Stratford and Perth County.** The new program will help small businesses in the City of Stratford, the Town of St Mary's and Perth County to create a digital revenue stream that will allow them to navigate the new reality of doing business.

The accelerated, digital version of the previous Starter Company Plus program, will begin May 19 providing entrepreneurs with funding, coaching and peer mentorship to support the use of online, digital and social marketing tools. The program will be delivered virtually for 4 weeks using video conferencing technology to allow both group and individual sessions.

The program will assist with the cost of developing a digital strategy including website builds, digital advertising and email marketing. Business advisors will work one-on-one with the participants to design new business models and outline steps needed to deliver their products and services digitally. Areas of focus will include use of templated websites such as Shopify and Squarespace, email marketing integrations, delivery, e-commerce, cyber security, digital systems and finding new opportunities in existing skills, products and services.

Holly Mortimer, Business Advisor stated *"By end of program each participant will have received funds to support their pivot, and long-term mentorship and collaboration opportunities and access to our programming for as long as they need it."*

Joani Gerber, CEO of investStratford stated *"The program delivers the kind of support and training that is desperately needed at this time. It assists and trains business owners overwhelmed with the need to pivot their revenue streams and helps them leverage their grant for greater revenue and business growth."*

Applications are open now and available at www.stratfordperthbusiness.ca until May 12, 2020. Applications will be processed in order of receipt and assessed based on current online presence and ability to pivot to a digital revenue stream.

The Stratford Perth Centre for Business is the Regional Grant Administrator of the Starter Company Plus Program and operates as a department of investStratford in partnership with the Ministry of Economic Development, Job Creation and Trade in collaboration with the Province of Ontario, the Stratford Perth Centre for Business is responsible for governing the operations of the Starter Company Program, including: the establishment of a Grant Review Panel, management, oversight and disbursement of all Starter Company submissions and allocation of micro-grants across the wider Perth County region encompassing Stratford, St. Mary's and the four lower tiers.

About the Stratford-Perth Centre for Business

The Stratford Perth Centre for Business is committed to helping small business owners achieve their business goals. The Centre offers local small business support and complimentary consultation and easy access to resources, including business start-up services to support the development of new and already established small businesses. In addition to advisory services, events, seminars and training opportunities are held throughout the year to meet small business essentials.

stratfordperthbusiness.ca email:info@stratfordperthbusiness.ca or follow on Facebook

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