

October 2024 Business eNewsletter

October is Small Business Month!

The BDC celebrates a full week of **Canadian Entrepreneurship from October 20-26th** has a full webpage dedicated to resources for entrepreneurs and small business owners. Whether you are looking for some information on AI or Cybersecurity, or tips on improving the bottom line, the BDC has plenty of information and events to support your journey.



CFP: Business Advisory Centre



On September 9th, Community Futures Peterborough announced the launch of the newly revamped Business Advisory Centre.

Designed to become the leading resource for entrepreneurs and small businesses in our region, the Centre now offers even more comprehensive support, mentorship, and guidance.



Your new go-to resource:

At the Business Advisory Centre, the advisors are ready to become your partners in growth. The Centre provides:

- Access to grants and microloans
- Complimentary top-tier business advisory services from industry experts
- Specialized programs for business growth, scaling, and selling

Whether you're just starting or looking to scale, they have the resources and expertise to help you succeed in today's competitive market.

Starter Company Plus



The Business Advisory Centre (BAC) via Community Futures Peterborough has launched Starter Company Plus.



The program is designed to provide business training for entrepreneurs (from aspiring to experienced) in the City of Peterborough and the County of Peterborough who are launching a business, expanding, or purchasing an existing business.

Starter Company Plus Includes:

- In-class training with experts in their fields to help you plan your business
- Training and assistance in writing a business plan that may help you obtain more traditional financing in the future if you require it
- One-on-one consultations with the program facilitator
- An opportunity to build your network with other local small business owners and start-ups
- Participants in the program will have access to a 6-month trial membership with the Peterborough and the Kawarthas Chamber of Commerce
- A conditional pre-approved microloan from Community Futures Peterborough
- Upon completing the program, participants will submit their final business plan and pitch for a chance to receive a grant of up to \$5,000.

The fall intake is now open and accepting applications until October 4th, 2024.

For more information about the program and eligibility, [click here!](#)

Chamber Events

TBX

Tuesday, October 1st, 2024
4:00 PM - 6:00 PM

Join the Chamber for their marquee Networking event!

Chamber AM

Tuesday, October 8th, 2024
8:00 AM - 9:00 AM

ChamberAM meetings are a great way to connect with #teamptrbo and get caffeinated for your busy workday.

Businesses are encouraged to share updates and any local business news!

2024 Business Excellence Awards

October 29th 2024
beginning at 5:45 PM

Join in on the business social event of the year!

At the annual celebration of excellence, you'll have the opportunity to network with 500 of Peterborough's business leaders, then experience the excitement as the recipients are announced live on the big stage!

In total, awards will be handed out in over 20 categories, including the prestigious Business Citizen of the Year.

Tickets: \$75 + HST

Your Ticket Includes:

- **5:45pm:** Preshow party at The Venue, sponsored by Ricart Branded Apparel & Promo. Includes 1 complimentary beverage and light hors d'oeuvres.
- **7:30pm:** Awards ceremony at Showplace Performance Centre

Get your tickets here!



Learning Opportunities

Tik Tok for Small

Business

October 4th, 2024 from
9:00 AM -12:00 PM

TikTok has taken the social media world by storm. Sure, the video-sharing platform is full of funny pet videos and the latest dance trends, but it can also be a great place to engage with your customers or clients. This beginner-level workshop will cover the fundamentals of TikTok and how you can use it to build a following for your small business.

You'll learn:

- How TikTok works
- The key differences between a personal account and a business account, plus how to set up a business account for success and optimize your profile
- How to discover popular content (including memes and trends) that you can leverage for your own posts
- Ideas for creating captivating videos for your small business (with lots of examples)
- Top strategies for landing on the For You page
- How to use hashtags to boost your discoverability

[Register Here!](#)

TikTok for Small Business

October 4, 9:00am - 12:00pm
Everest Boardroom, Venture North

Workshop Presented By:



Lending Landscape: How to fund your small business

Delivered by Community Futures Peterborough

October 10th, 2024 from
12:00 PM - 1:00 PM

Unsure how you're going to find money to start your new business? Or maybe you need some cash to pay for your next inventory shipment.

Join Loan Manager Braden Clark from Community Futures Peterborough as he walks through the various ways to fund your small business.

Grab your lunch and a notepad for this in-person lunchtime workshop. The workshop will be held at 270 George Street North, 3rd floor, Peterborough, Ontario K9J 3H1.

[Register Here!](#)

Lending Landscape: How to fund your small business

October 10, 12:00pm

Delivered by Community Futures Peterborough

Business Fundamental Workshops Presented by:



Cashflow Forecasting

Delivered by Community
Futures Peterborough

October 17th, 2024 from
12:00 PM - 1:00 PM



Do you have a clear understanding of your sales and expenses over the next 12 months? Are you confident you have sufficient funds to purchase future inventory or pay staff? Having a cash flow forecast is integral to business operations because it will tell you if you have enough funds to run the business.

Join Loan Manager Braden Clark from Community Futures Peterborough for this hands-on workshop where he will explain the art and science behind developing a cashflow forecast.

Grab your lunch and a notepad for this in-person lunchtime workshop. This workshop will be held at 270 George St N, 3rd Floor, Peterborough, ON K9J 3H1.

[Register Here!](#)

Governments Investing in Innovation to Strengthen Ontario's Agri-Food Sector

The governments of Canada and Ontario are investing an additional \$3.5 million into the Ontario Agri-Food Research Initiative (OAFRI). This funding, part of the Sustainable Canadian Agricultural Partnership (Sustainable CAP), will advance technologies for farmers, food processors, and agri-businesses, enhancing their competitiveness and growth.

With over 100 new projects funded, including innovations like digital biosecurity tools and improved data management for dairy farmers, OAFRI aims to drive forward Ontario's agri-food sector. The Grow Ontario Accelerator Hub (GOAH) will continue to offer expert advisory services to agri-food companies.

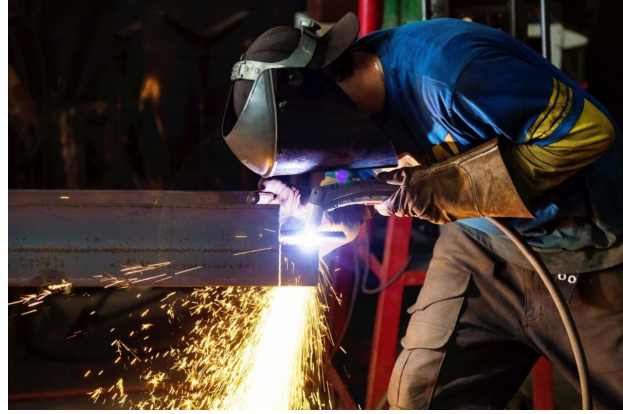
Stay tuned for more updates and details on upcoming application deadlines, including the next OAFRI intake opening October 15, 2024.

For more information, visit the [OAFRI website](#) and keep an eye on [the Grow Ontario Accelerator Hub](#) for future opportunities.

Ontario Expands

Skilled Trades Career Fairs

This fall, Ontario's Level Up! career fairs will introduce over 35,000 students to more than 144 skilled trades across 15 cities, including Barrie, Cobourg, and Niagara Falls. Running from September 12 to November 28, these expanded fairs offer hands-on experiences in trades such as automotive service and carpentry. The initiative supports the province's goal of developing a skilled workforce for the future. For more information, visit the Level Up! Career Fairs page.



For more information and Career Fair dates and locations, [click here!](#)



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