

August Seminars

- Kitchener
- Waterloo
- Cambridge
- Starter Company Program
- Small Business Community Network (SBCN)

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY
	1	2 Access to Professionals, Accounting: Waterloo 9:30-11:30 (by referral only) Startup Business Basics : Kitchener 14:00-15:30	3 Startup Business Basics Waterloo 10.00-11.30	4
7 CENTRE CLOSED	8	9 Starter Company Plus Information Session, Kitchener 14:00-15:00	10 Starter Company Plus Information Session, Waterloo 9:00-10:00	11
14 Managing Cash Flow Cambridge 9:00-10:30 Website DIY Kitchener 17:30-21:00	15 Startup Business Basics Cambridge 10:00-11:00 Starter Company Plus Information Session, Cambridge 11:30-12:30	16 Startup Business Basics: Kitchener 9:30- 11:00 Starter Company Plus Information Session, Kitchener 11:30-12:30	17 Business Plan Coaching- Waterloo 10.00-12.00	18
21	22 Social Media for Small Business - Kitchener 10:00-12:00	23 Access to Professionals, Accounting: Waterloo 9:30-11:30 (by referral only)	24 Startup Business Basics Waterloo 10.00-11.30	25
28	29	30 Startup Business Basics : Kitchener 14:00-15:30	31 Building Your Brand- Cambridge 9:00-11:00	Sept 1

Startup Business Basics

Facilitated by: WRSBC Staff

Starting a new business venture? Learn the necessary steps to start your business! Including:

- how to assess your entrepreneurial readiness
- the various forms of business ownership
- government regulations
- the importance of a business plan
- forecasting cash flow
- identifying your target market
- when and why to register for HST

Starter Company Plus Info Session

Facilitated by: WRSBC Staff

Join us for an information session for Starter Company Plus. Businesses 0-3 years old, who are not enrolled in school or employed full time are eligible to apply to start, expand, or purchase a business. The Starter Company Plus program provides:

- Training and business skills
- Mentorship, guidance, and coaching

Business Plan Coaching

Facilitated by: WRSBC staff

This session will explore:

- Business Plan overview & why it's vital
- Thought mapping your business
- Research/information you'll need
- Business Model Canvas: 1 page plan
- Developing a plan for success

Access to Professionals

Facilitated by: WRSBC Staff

Through this unique program, entrepreneurs receive business solutions and advisory services relating to their business during a 40 minute one-on-one consultation. One-on-one consultations are by referral only and include:

- Legal - Giffen LLP Lawyers
- Accounting - Jacqueline Morris CGA accountant
- Etsy Online Sales/Marketing - Jessica Murphy, Rawkette
- Operations/Growth Consultant - Ada Y. Barlatt, OperationsAlly
- Social Media Marketing- Mallory Manchur, Mal&Co
- Waterloo Accounting – Andrejus Civilis, CPA, CMA, AC Cloud INC

Please contact our office to book an appointment; fee is refundable upon arrival for legal and accounting consultations only. To cancel, please contact us before noon on the Friday before the scheduled appointment. Cash payment is \$20+HST; online payment is \$22+HST.

Building Your Brand

Facilitated by: Coreen Duke-Carroll

Branding aims to establish a significant and differentiated presence in the market that attracts and retains loyal customers. Understand the importance of branding and learn how to create an unique name and image for your product or service in the consumers' mind. Coreen Duke-Carroll is the founder of DukeCarroll Consulting and author of the Marketing 101 Workbook. Having spent many years in the not-for-profit, corporate, small business and government sectors, she is a skilled business and community development leader, and Certified Master Trainer that brings 20+ years of experience and talent to the business and marketing consulting profession.

Social Media for Small Business

Facilitated by: WRSBC Staff Bri

In this Social Media workshop, Bri walks you through simple strategies and exercises to grasp what you need to do on social media to be successful.

Managing Cash Flow

Facilitated by: WRSBC Staff

How to manage cash flow when starting a business. The different kinds of financing and the implications to your business.

Website DIY

Facilitated by: WRSBC Staff & Industry Experts

This event is geared towards small business owners creating an online presence that is manageable to them. Whether you do not have a website, or have a presence online which you are not happy with, you will benefit from this event. The panel will include experts from various online platforms such as Etsy, Shopify, GoDaddy/WordPress/Wix, and independent web creators. After the panel discussion, attendees will have a direction in which works best for their business. Once the panel discussion concludes, entrepreneurs can have 10 minutes with a web expert to either build a hypothetical website for you, or rate your existing website and show you ways to improve.