



BUSINESS  **BRUCE**

Media Release

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For Immediate Release

Grow Your Business with Starter Company Plus Program

Bruce County, Ontario: Bruce County is excited to announce the upcoming launch of the [2025 Starter Company Plus Program](#), designed to support aspiring and early-stage entrepreneurs across the region.

Kicking off the program are three virtual information sessions to help individuals interested in the program learn its benefits and eligibility requirements.

Attendance at one of these sessions is mandatory for those interested in applying/ registering for the program.

Starter Company Plus is a provincially funded initiative delivered through Bruce County Economic Development in partnership with the Province of Ontario. It provides business owners aged 18 and older, whether launching a new venture or expanding an existing one, with access to:

- A grant of up to \$5,000
- Business training and mentorship
- Support to develop a business plan and pitch

The program is ideal for those launching or expanding a business, or those operating for five years or less.

Upcoming Information Sessions

To learn more about the program and application process, register for and attend one of the following [virtual information sessions](#):

- Thursday, September 4, 2025 – 12 to 1 p.m.
- Tuesday, September 9, 2025 – 6 to 7 p.m.
- Saturday, September 13, 2025 – 2 to 3 p.m.

Register for an information session at www.businessstobruce.com/starter-company-plus.

Following the sessions, eligible participants may apply to the Starter Company Plus program. To participate in the program, each entrepreneur needs to complete the following steps:

- Participate in mandatory business training and mentorship workshops
- Develop a comprehensive business plan
- Present a business pitch to the Grant Review Committee for a chance to receive a \$5,000 business grant.

“Starter Company Plus not only helps individuals grow their businesses, but also strengthens our local economy by fostering innovation, collaboration and access to expert resources,” says Jeffrey Loney, Bruce County’s Director of Government Relations.”

Since 2017, Bruce County has supported 72 entrepreneurs through the program, continuing to build on our vibrant and resilient business community.

To learn more about Business to Bruce programs, workshops or to sign up for newsletter updates, visit www.businessstobruce.com.

About Bruce County: Bruce County is an upper-tier municipality in Southwestern Ontario, Canada made up of eight lower-tier municipalities and 77,221 residents. Bruce County is located within the traditional territory of the Saugeen Anishnaabek and holds a government-to-government relationship with the Chippewas of Nawash Unceded First Nation and Saugeen First Nation, together as Saugeen Ojibway Nation. The explorers who visit, live, and work here are the dreamers who take roads less travelled and see tried and true as an invitation to try something new. Be an Explorer and call Bruce County home.

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