

FOR IMMEDIATE RELEASE:

## MEDIA RELEASE

# SEVEN NEW SMALL BUSINESSES LAUNCH INTO STRATFORD AND AREA

## Provincial Starter Company Plus Program Helps Local Entrepreneurs with Grants

Stratford, Ontario – January 12, 2024... **Today the Stratford Perth Centre for Business announced the launch of 7 new local businesses with the Starter Company Plus program, a provincially supported program aimed at entrepreneurs within Stratford, St. Marys, and Perth County.** The Stratford Perth Centre for Business runs the Starter Company Plus program which is funded by the Province of Ontario, and the Ministry of Economic Development, Job Creation and Trade, and delivers 2 cohorts each year. This year's fall session offered 7 successful applicants 5 weeks of business planning training in October and November, focusing on areas of business planning, cash flow, operations, and marketing. After completing the training the graduates received a \$5,000 grant. The Stratford Perth Centre for Business, a department of investStratford, provided mentorship via a hybrid training and mentorship program with individual coaching to support their entrepreneurial business dreams.

### The 7 new businesses include:

**TK Finishes**, owned by Troy Klein Hansen, is a painting and finished carpentry company that also takes on any of the small odd jobs that people can't tackle or don't have the time. They help their clients get their projects to the finish line by completing all the finishing touches that sometimes get overlooked.

**FLIGHT STUDIO**, owned by Michelle Giroux, is a creative arts initiative that offers original and innovative extracurricular programming to youth between the ages of five and sixteen in beautiful Stratford, Ontario.

**Saine Nutrition**, owned by Jenna McNamara, is a nutritional consulting service which is designed to improve health and quality of life based on individual health needs and goals. [www.sainenutrition.ca](http://www.sainenutrition.ca)

**Small and Thriving**, owned by Fope Nkwocha, is a Marketing and Social Media company that helps businesses by building personalized strategies that "help your business thrive". [www.fopsy.ca](http://www.fopsy.ca)

**Future Stage**, owned by Erica Peck, brings the Dance competition world to the performing arts. Providing a rare opportunity for young singers and actors to compete and gain valuable experience working their material live onstage, receiving insightful feedback from experienced professionals in the performing arts community.

**Stratford Creative Reuse**, owned by Kylie Wasser, specializes in waste redistribution of artistic and creative resources, and providing opportunities for local artists. The Centre diverts materials from local landfills and provide them to artists, educators, and individuals who can use them for art projects, crafts, or other creative purposes.

**Chok.**, owned by Stephen Beaumont is located ten minutes from Stratford, in Shakespeare, Ontario. The edible art is created onsite in the studio where owner and chocolatier, Stephen Beaumont conducts monthly bonbon making workshops, private events and children's Chok parties. Subscribe to email list [www.chokfinechocolates.ca](http://www.chokfinechocolates.ca) and/or follow @chokfinechocolates

*The next round of starter company is currently open for applications and begins February 12, 2024. More information found at [www.stratfordperthbusiness.ca/startercompanyplusprogram](http://www.stratfordperthbusiness.ca/startercompanyplusprogram)*

**Holly Mortimer, Business Advisor, Stratford Perth Centre for Business:** *"Aside from the structured learning The Starter Company Plus program offers, there is a unique experience that takes place among the participants that I found unexpected but extremely important. There is the creation of this unique community of new entrepreneurs, where they can navigate the 4-week course material together and rely, not only on the program instructors but also on each other. Becoming an entrepreneur can be a lonely experience and the sense of support and community created within the 4 weeks last as a peer networking group for many long after the program concludes."*

**Joani Gerber, CEO, investStratford:** *"Starter Company Plus has been a flagship grant program of the Stratford Perth Centre for Business for many years. I am thrilled to see this excited and inspired group of business owners get started and grow in our community."*

About the Stratford Perth Centre for Business

*The Stratford Perth Centre for Business operates as a department of investStratford in partnership with the Ministry of Economic Development, Job Creation and Trade. It 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. For more info visit: [stratfordperthbusiness.ca](http://stratfordperthbusiness.ca) or [info@stratfordperthbusiness.ca](mailto:info@stratfordperthbusiness.ca)*

About investStratford:

*investStratford is committed to advancing the economic future of Stratford, Ontario, Canada through investment in arts, education, and industry. Globally Connected | Community Driven For more info visit: [investStratford.com](http://investStratford.com)*

For further information contact:

*Holly Mortimer, Business Advisor, Stratford Perth Centre for Business 519-305-5055 x 1005*

*Elke Bidner, Marketing and Communications Lead 519-305-5055 x1003*