

Finding the right funding formula for your business

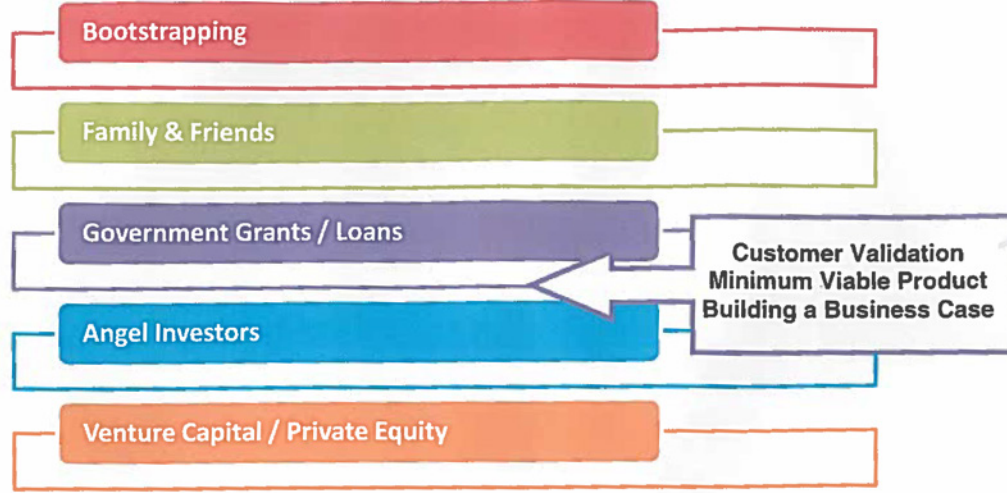
By: Sandra Dueck, Policy Analyst, Greater Peterborough Chamber of Commerce

Every business' funding story is as unique as the business itself. How do you know which funding is right for your business and when should you seek out varying types of funding as your business grows? Last Tuesday, the Greater Peterborough Innovation Cluster (GPIC) and Peterborough Economic Development (PED) hosted an event tied into Small Business Week 2016. The event included a panel discussion on some of the funding options available to businesses. Speaking were Brenda Hogan of the Ontario Capital Growth Corporation (OCGC), Yves LaFortune of the Peterborough Region Angels Network (PRAN), Michelle Cathers of Community Futures Peterborough (CFDC), and Michael Gatschene of the Business Development Bank of Canada (BDC). Here's what they had to say:

What is your role in the funding landscape?

Ontario Capital Growth Corporation (OCGC)

- Established out of provincial legislation in 2009, the principal business of the OCGC is to manage the limited partner interests of the Government of Ontario in the Ontario Venture Capital Fund LP (OVCF) and the Northleaf Venture Capital Fund LP (NVCF), and to manage and



Graphic provided by Greater Peterborough Innovation Cluster

- operate the Ontario Emerging Technologies Fund (OETF).
- The group is looking for companies with exponential growth opportunities
- They often require a seat at the board table
- The OCGC venture capital specialty is emerging technologies; many venture capital groups have specialties so as a business you want to find a good fit

Business Development Bank of Canada (BDC)

- Is a crown corporation that can help any commercial entity who has a need from startups to businesses that need a hand turning around
- Also offer business advisory programs

Peterborough Region Angels Network (PRAN)

- Group of private investors mainly looking to invest in businesses in the life sciences and technology sectors
- PRAN is part of an angel network that has provincial and national connections
- They look to support early stage or start up companies
- Willing to take high risks for high returns
- Screening process is through GPIC
- Usually come into play after start up funding, family and friends, and government funding are exhausted
- Will invest for a share in the company

Community Futures Peterborough (CFDC)

- Offers loans to startups and existing businesses
- Loan committee meets twice a month to review applications

What are the top three things your organization needs to see from a business?

OCGC

- Team - Who is behind the business and do they have skin in the game?
- Coachability - Is the team from the business willing to learn and grow
- Can your business reach large markets?
- Exhaust other resources before coming to a venture capital fund in order to receive a higher valuation

BDC

- Historical financials, equity in the business and cash flow
- What will be the result of the funding - e.g. increase in contracts or jobs? Is it a good project?
- Who are the people in the business? Are they a good team?

PRAN

- Scalability of the company
- Coachability of the entrepreneur
- Is it in their area of expertise technology and/or life sciences?

CFDC

- Solid business plan
- Passionate and knowledgeable
- Good credit history and cash flow

What is the time frame to receive funding?

CFDC

- Possible to see turnaround in 3-4 weeks
- The loan committee meets twice a month
- Presentation to the committee is possible
- Average loan is \$50-70,000

PRAN

- No more than 5-6 weeks

- Presentation to the group is required
- Angels within the network often pool resources to make combined investments

BDC

- Online for loans of \$50,000 or less can be 48-72 hours
- Little bit longer for loans in the \$50,000 - \$250,000 range
- Up to four weeks for \$250,000+

OCGC

- Venture Capital very much relationship based
- Select a number of Venture Capital funds that fit with your business
- Reach out you'd like the money and not when you need the money

The four speakers were also asked about success stories that they were able to share with the group. Michelle from the CFDC mentioned that in its 30 years Community Futures has helped over 700 businesses including BE Catering and Doo Doos Bakery; Yves LaFortune mentioned a couple of companies the group has invested in including Entomo Farms; Michael from BDC described how they helped a funeral home in Minden recover from a recent flood; and Brenda from OCGC spoke about how they invested in an Ontario company that went on to open a branch in Europe, sell that company and start several new companies.

Whether it's your regular financial institution or one of the options profiled at last week's event, hopefully the answers above can help any small business. Ultimately, one of the best takeaways for any business is that you have to be prepared.

Event Calendar



TUESDAY, November 1st, 2016

Showcasing Arts & Entertainment

Market Hall Performing Arts Centre
140 Charlotte Street

4:00pm - 6:00pm
Details: We will be showcasing our Arts businesses in a mini-trade show format and give you a taste of what's in store for the next year!

Cost: Free, courtesy of Shorelines Slots at Kawartha Downs



TUESDAY, November 8th, 2016

Financial Literacy: How to Stay Out of Hot Water

Carousel Restaurant
116 Lansdowne Street East
Coffee's on at 7:00am

Speakers from 7:30-8:30am

Speaker: Kendra Laing, BDO Canada Limited, Trustee in Bankruptcy

Cost: Pay for your breakfast



WEDNESDAY, November 16th, 2016 (Chamber & WBN members only)

Content Marketing: What to Say, and How to Say It

Chamber Boardroom
175 George Street North
12:00pm - 1:00pm

Speaker: Javed Khan, EMpression

Details: What you say, and the way you say it (tone, date & time, frequency) and providing relevant content to a targeted audience is how you will attract, engage and be share worthy to your audiences.

Cost: Free (bring your own lunch)
Sponsor: Bell

Note: Pre-registration is required



WEDNESDAY, November 16th, 2016

Her Cancer Journey with Holistic and Conventional Treatments

Chamber Boardroom
175 George Street North
7:00pm - 9:00pm

Speaker: Joanne French

Cost: Free

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BUSINESS SUMMIT 2016
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November 10, 2016
7AM - 2PM

Ashburnham Funeral Home & Reception Centre

Keynote: Scaling Up
4 Panel Discussions
Speed Consulting

peterboroughchamber.ca/business-summit-2016

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Local businesswoman named Chair of Canadian Manufacturers & Exporters

Congratulations to Rhonda Barnet, VP Finance at Steelworks Design Inc., as she was announced as the new Chair of the CME board of directors in Ottawa recently. "I am very

proud to be representing Peterborough at a national level. Peterborough is a great place to live and do business and this is further proof that you can be located here and be involved in national and international networks," said Barnet. More at: steelworksdesign.com



(L-R): Matthew Wilson - Senior Vice President of CME, Rhonda Barnet - VP Finance at Steelworks Design Inc., and the Honorable Navdeep Singh Bains - Minister of Innovation, Science and Economic Development.

DBIA launches contest for new businesses

The Downtown Business Improvement Association (DBIA) has launched the Win This Space contest, where one local entrepreneur will win a free one-year lease on a downtown storefront. Businesses have until January 13 to submit their 1-3 minute video pitch. The Chamber of Commerce is proud to support this initiative.

More at: winthisspace.com

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PTBO Humane Society @HSPeterborough · Oct 20
45 #cats found homes in just 6 days for our #Adopt. #ptbo is one amazing community!! Thank you to all who adopted!! #teampitbo @kawarthaNOW

www.peterboroughchamber.ca

They see the potential in all Fleming graduates

It doesn't surprise me that, over the years, Nexicom has provided career opportunities for more than 50 Fleming graduates. After all, as a good corporate citizen who supports local events and organizations, Nexicom is also committed to community prosperity.

And they don't just hire from the obvious programs, like business administration and computer engineering, they've also recognized the potential in graduates from tourism, hospitality, and community & justice services programs.

In fact, they've hired graduates from more than 30 different programs!

And I didn't expect that.



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Dr. Tony Tilly
President, Fleming College