



INTRODUCTION

PEIBWA is launching a suite of Transitioning Toward Growth programs which are funded by the Department of Economic Growth, Tourism and Culture through the Canada-PEI labour market agreements to support women in business across Prince Edward Island.

Transitioning Toward Growth programming will develop women's business skills and confidence using advanced technology, capitalizing on supplier diversity, engaging in research and development and subsequent innovation, increasing productivity and profitability, and exporting.

The three programs include:

A) Accelerate HER PEI

B) MAPS 2.0

C) Moving Women Online 2.0

These programs aim to support women business owners in various stages of growth and provide assistance at a critical time of recovery as a result of COVID-19.

Program applications extended until April 30rd, 2021 5PM ADT

OVERALL CRITERIA

Selection criteria includes but is not limited to:

- Clarity of application (well-presented, goal oriented, clear, thoughtful)**
- Specified impact of COVID-19 on the business**
- Articulation of business goals and the well-defined impact anticipated as a result of receiving support**

Applicants may indicate interest in more than one program, however due to the concurrency of the programming, successful applicants will only be approved for one. Please note that this is a competitive process and not all applicants will be approved.

The decision to fund all or part of an applicant's request will depend on its fit with the program intent and eligibility criteria, as well as the overall demand. All non-Canadian or publicly traded companies or companies owned by the same are excluded from this program. Additionally, corporate operations of a franchise network with establishments located outside of PEI are excluded from this program. Only

locally owned for-profit businesses are eligible. Specific length of time in operation (e.g. 1 year or more in operation) and ownership criteria vary and are outlined in each subprogram's details.

Criteria for regional diversity, sector representation, project scope, and client need will also be assessed when selecting recipients in a competitive process administered by PEIBWA's selection committee.

Disclaimer: An application submission does not guarantee approval. The number of projects that can be supported and the degree of support a project receives will be determined by the program budget and at the discretion of the selection committee. Not all qualified applications are guaranteed to receive support. Any business that has previously received support through earlier PEIBWA programming, including but not limited to the earlier iterations of these three programs may apply, but preference will be given to companies that have not previously received support. As determined by the review committee, approved funding amounts may be different from application estimates.

Preference may be given to underrepresented populations, including but not limited to, rural women, Indigenous women and women of colour, women in trades and STEAM disciplines, newcomers, and women with disabilities.

Accelerate HER PEI

Accelerate HER PEI is a 12 week program led by PEIBWA and the Atlantic Canadian Women in Growth Partnership. The program will be delivered from PEIBWA's Rural Women's Business Centre in Central Bedeque - both in-person and virtually. This program is designed for businesses in the early growth stage of development, and businesses who may find themselves taking a new direction. Participants take part in weekly group meetings facilitated by a Business Advisor and participate in training with subject matter experts and through workshops. Participants will also be matched with a mentor in their field for individual support throughout.

ELIGIBILITY

- Women-owned, for-profit businesses (defined as being at least 51% woman or women owned), in any sector
- Businesses currently registered in PEI
- In continuous operation for at least one year (as of April 1, 2021)

PROGRAM ACTIVITIES & COMPONENTS

- Dedicated workspace for the cohort on site at the Rural Women's Business Centre in Central Bedeque
- At least, two hours per week of group learning (in-person/virtual), based at the Rural Women's Business Centre
- Peer support and networking with other women business owners
- Weekly goal setting and follow-up with preparatory resources
- Pool of expert presenters to speak on a variety of business topics based on intake assessment of participants
- One-on-One matchmaking with an experienced business owner/entrepreneur mentor
- Bi-weekly meetings with assigned mentor
- Access to business advisory support, program resources and materials

Program Start: May 12, 2021 Program End: July 28, 2021

MAPS 2.0

ELIGIBILITY

All women-owned, for-profit businesses (defined as being at least 51% owned by a woman or women), in any sector, currently registered in Prince Edward Island that have been in continuous operation for at least one (1) year (i.e. business registered with Province of PEI April 01, 2020 or prior) are eligible to apply.

ELIGIBLE ACTIVITIES

MAPS 2.0 funding is intended to assist businesses in managing the effects of COVID-19 and its impacts. Advisory and professional services aimed at providing momentum will be contracted on behalf of the participating business for projects in the following categories:

Business Operations – may include but not limited to how to source funding, private and public sector procurement assistance, human resources advice, marketing strategy, export planning, etc.

Business Transformation - may include but not limited to how to move services/products on-line; advice on responding to current urgencies and priorities of clients; preparedness planning; strategic business growth planning.

Recovery Measures – may include but not be limited to reinventing a business; revised business growth plans for post-COVID environment; assistance with retaining/rehiring staff; alternative supply and product development models.

Other activities that will support the objectives of the overall program initiatives.

Please note: Funds cannot be used for infrastructure, capital purchases, rent and/or wages.

COSTS

MAPS 2.0 will cover 100% of all professional service and advisory costs associated with the project up to \$15,000. While there is no financial contribution required of the client, there is an expectation of a time commitment during the project and through the evaluation phase. This time contribution is expected to vary based on the individual project and will be discussed and mutually agreed upon on a case-by-case basis.

Project value may not exceed a maximum request of 25% of the applicant's total of revenue from April 01, 2020 to March 31, 2021. Evidence of financial details may be requested after application is received.

Funding is limited to professional services and may not be used for the purchase of goods, including personal protective equipment, technology or software licenses, nor can it be used for capital expenditures, rent, wages or any other standard operational costs.

PROCESS

Upon conditional approval, the client will work with the PEIBWA program lead to contract a professional service provider. Should the applicant not have a consultant in mind at the time of application, PEIBWA will work with the business to find the right support. If the applicant wishes to work with a particular provider, that provider is asked to submit a profile to [PEIBWA's Professional Services Registry](#) for vetting.

Once the provider has been selected and approved, an initial signing payment of 25% of total project funding will be released to the service provider upon contract signing with the remainder payable upon conclusion of the project and upon receipt of a final report that is approved by the client.

TIMELINE

Program application closes on April 23rd 5PM ADT.

All project applications will be reviewed but only successful applicants will be contacted.

The selection process is expected to take approximately two weeks.

Approved projects must be completed by July 16th, 2021.

Moving Women Online 2.0

(Website Build or Enhancement/e-Commerce Platform Add-on & Group Training)

Moving Women Online 2.0 will build on the successful program delivered by ACWGPP and PEIBWA in 2020 to provide support and training to PEI women business owners to enhance their online presence and to incorporate eCommerce platforms into a current website.

This program will be delivered virtually and is open to women-owned businesses from across PEI. The program will be delivered through a combination of group training and individual hands-on technical support to two cohorts of women-owned businesses between May 1 – July 31, 2021:

Early-stage business (or established business) requiring a new online presence.

Established business requiring the adoption (and training) for an eCommerce platform add on to current website.

Additional resources and training on SEO, website security, marketing, and social media will be part of this program.

NOTE: It is highly recommended that all applicants have a clear business strategy and ready access to administration of current website and marketing elements, such as images and business logo.



Welcome

Please complete this form to submit your interest - note that your application will not be considered until you click the “Submit” button at the end of this form.

COMPANY INFORMATION

Company (Operating)

Company (Legal)

Business Registration Number (Provincial)

Business Owner(s)

Main Contact (Name)

Main Contact (Title)

Website (Or enter N/A)

LinkedIn profile URL (Or enter N/A)

CONTACT INFORMATION

Address

Address 2

City/Town

Province

Postal Code

Email Address

Phone Number

WHERE IS YOUR BUSINESS LOCATED (PEI REGION)?

- East Prince
- Eastern Kings
- Queens (Rural)
- Queens (Urban)
- Southern Kings
- West Prince

Is your business women-owned?
(i.e. at least 51% owned by woman or women)

- Yes
- No

Please select all of the following categories with which you identify (Optional)

- Woman/women with disabilities
- Woman/women in STEM
- Indigenous
- Newcomer
- Person of colour
- None or N/A
- Woman/women in trades
- Other underrepresented group (please specify)

Type of Organization

- Corporation
- Sole Proprietorship
- Partnership
- Other (please specify)

April 1, 2019 to March 31, 2020 ANNUAL REVENUES (CAD\$)

April 1, 2020 to March 31, 2021 ANNUAL REVENUES (CAD\$)

DATE BUSINESS ESTABLISHED (MM/DD/YYYY)

I.E. DATE OF PROVINCIAL REGISTRATION

Date

NUMBER OF EMPLOYEES (Include yourself)

1

11-20

2-3

21+


4-10

Are you currently a member of PEI Business Women's Association*?

Yes

No

*To explore membership options please visit <https://peibwa.org/membership>.



Which program are you applying for?

- Accelerate HER PEI
- Momentum Advisory Professional Services (MAPS 2.0)
- Moving Women Online 2.0

Select the option(s) that best describe your current need.

- | | |
|--|---|
| <input type="checkbox"/> Financial Guidance | <input type="checkbox"/> Strategic Business Planning |
| <input type="checkbox"/> Human Resource Management | <input type="checkbox"/> Operations |
| <input type="checkbox"/> Recovery Measures | <input type="checkbox"/> Navigating Funding |
| <input type="checkbox"/> IT Support/Training | <input type="checkbox"/> Web (Includes website development, SEO, e-commerce, cyber security etc.) |
| <input type="checkbox"/> Legal Advice | <input type="checkbox"/> Export Planning and Market Expansion Strategies |
| <input type="checkbox"/> Marketing and Branding | <input type="checkbox"/> Professional Development (Public speaking, writing, time-management, leadership, etc.) |
| <input type="checkbox"/> Business Communications | <input type="checkbox"/> Customer Service Training |
| <input type="checkbox"/> Other (please specify) | |

Which sector best identifies your business?

- | | |
|---|---|
| <input type="checkbox"/> Accommodation and Food Services | <input type="checkbox"/> Manufacturing |
| <input type="checkbox"/> Administrative and Support | <input type="checkbox"/> Travel and Tourism |
| <input type="checkbox"/> Waste Management and Remediation Services | <input type="checkbox"/> Engineering, Scientific and Technical Services |
| <input type="checkbox"/> Agriculture, Forestry, Fishing and Hunting | <input type="checkbox"/> Public Administration |
| <input type="checkbox"/> Arts, Entertainment and Recreation | <input type="checkbox"/> Real Estate and Property Management |
| <input type="checkbox"/> Construction and Trades | <input type="checkbox"/> Retail |
| <input type="checkbox"/> Educational Services and Training | <input type="checkbox"/> Transportation and Logistics |
| <input type="checkbox"/> Finance and Insurance | <input type="checkbox"/> Wholesale Trade |
| <input type="checkbox"/> Health Care and Social Assistance | <input type="checkbox"/> Professional services (legal, consultants, writing, etc.) |
| <input type="checkbox"/> Management of Companies and Enterprises | <input type="checkbox"/> Information technology (cyber security, web development, graphic design, etc.) |
| <input type="checkbox"/> Other (please specify) | |

NOTE: The following question fields each allow for up to up to 20 lines with 100 characters per line. Should you not have sufficient space please attach additional information (pdf) at the end of the form (or type up your answers) and identify you have done so in the fields below.

Describe your business. Include details such as market, growth strategy, targets, products/services, mission and values. Please be as comprehensive as possible.

Describe the project/need for which you are seeking support. If Covid-19 has impacted your business, provide those details as well. Please outline the details of your intended activity with as much information as possible as this will be a significant consideration in the selection process.

How would this programming impact your business? Describe the anticipated outcomes and goals.

NOTE: The following two question fields are specific to MAPS 2.0 applications. If you are not applying to the MAPS 2.0 program these do not apply.

If you are applying for MAPS, please provide an estimate for the level of support that you are requesting for your project. *Note: All budgets will be subject to review and modification by selection committee. Funding cannot exceed 25% of stated revenue (Apr. 2020- Mar. 2021).

- <\$2,500
- \$2,500-\$4,999
- \$5,000-\$7,499
- \$7,500-\$15,000
- Not applicable (applying only for Accelerate HER PEI or Moving Women Online 2.0)
- Unsure

Do you have a consultant/professional services provider in mind for this project? All providers will be subject to screening and approval. Should you not have anyone in mind and your project is approved, PEIBWA will assist you in connecting with an appropriate selection of resources.

*Note: Preference will be given to Island based providers. No international organizations will be approved.

- No

If YES, please share their contact details for consideration.

Please upload any additional details that you would like to have included in your application. NOT REQUIRED

Only PDF files are accepted.

Choose File

Choose File

No file chosen

TERMS

PEIBWA provides no assurances that by providing this information you or your company will be guaranteed funding. This form serves only as an application. PEIBWA reserves the right to verify the information provided through checking sources such as websites, Corporations Canada, social media, or any other public or internal information to which PEIBWA has access.

Once the consulting project is complete, you will be required to complete an online evaluation that includes information related to work completed by the consultant. If you are a successful applicant for this program, you acknowledge that you may be asked to have your name and company included and your project profiled for future promotional purposes including, but not limited to, marketing materials, annual reports and grant applications. In submitting this application you authorize PEIBWA to share your information with the Government of Prince Edward Island and the Government of Canada, upon project completion for program evaluation purposes.

Any personal information we collect through this form will only be used for the stated reason it was collected or a compatible purpose. If we seek to use this information for another purpose that is not compatible, we will first seek your consent.

See also [SurveyMonkey Privacy Policy](#)

BY SUBMITTING THIS FORM YOU AGREE TO THE TERMS OUTLINED ABOVE.

For further information or to withdraw your application contact:

Prince Edward Island Business Women's Association

ttg@peibwa.org