

The logo features the word "catapult" in a bold, sans-serif font. The letters "cat" are dark blue, while "apult" is a lighter blue. A thick green arrow starts from the left, passes through the middle of the word, and ends as a solid arrowhead pointing to the right. Below "catapult" is the text "GREY BRUCE" in a smaller, dark blue, all-caps sans-serif font.

catapult
GREY BRUCE

July 2022

We are growing businesses locally.

Catapult Grey Bruce empowers established entrepreneurs with connections, knowledge and space to take their business to the next level.

We are a not-for-profit established in 2019, based out of Sydenham Campus in Owen Sound.

Our programming, mentorship and business network accelerates businesses locally. The connections we make provide businesses with the opportunity to get the resources they need without ever leaving Grey or Bruce County.

Community Impact

- We work closely with our entrepreneurship ecosystem partners ie. Georgian College and Henry Bernick Entrepreneurship Centre, to bring resources and mentorship to local entrepreneurs
- Innovation and Entrepreneurs address gaps in the market
- Supporting the growth of small businesses creates opportunity for employment
- We offer Industry specific programming and mentorship which is critical to the success of young businesses.
- Mentors play an instrumental role to reduce risk and roadblocks and fast track success. 70% of small businesses that receive mentoring survive five years or more, twice the rate of those who don't have mentoring relationships.

Ag/Food Businesses

- Beyond developing business skills we aim to offer industry specific programming
- We partnered with Grey County for The University of Waterloo Corporate Innovation Project
- The goal was to understand how we can help entrepreneurs ideate, commercialize and scale products and services in Grey Bruce

Partner and Organization Interviews

Main Takeaways



Mentorship

- Get people who have done it before and understand the context.



Programming Suggestions

- Create a Community: Cohort-based, Slack for Entrepreneurs to interact with each other.
- Needs to be tailored to cover specific needs
- Collecting and Tracking User Data
- Packaging and Labelling
- How to get, keep and upsell customers
- Income Taxes



Other Suggestions

- Bulk buying to support entrepreneurs
- Partner with Georgian College to develop curricula
- Leverage organization partnerships to maximize outcomes

Common Elements of Ag-Food Specific Programs

Themed Programming that aligns with hosting Organization's **Vision**

Purpose Based



Support Community



Research Focus



Business modules along with food specific modules useful for **early-stage food-based startups**



Commercial Kitchen useful for startups for **scaling** from home kitchen



Customized modules related to food distribution, supply chain, food regulation, food loss and wastage helps startups in growth phase

11-WEEK FARM TO RETAIL WORKSHOP

add value to your existing business

Weekly on Thursdays 1:00-3:30pm

WEEK 1 - OCT 28

Food Trends for
2021, Idea Feasibility

WEEK 2 - NOV 4

Competitive Analysis,
Constraints & Channels

WEEK 3 - NOV 11

Value Proposition,
Business Plan & BMC

WEEK 4 - NOV 18

Food Science, Recipe
Development

WEEK 5 - NOV 25

Sanitation & Food
Safety

WEEK 6 - DEC 2

Circularity &
Sustainability in Food

WEEK 7 - DEC 9

Food Packaging &
Nutrition Labeling

WEEK 8 - DEC 16

Branding & Marketing
Your Food Product

WEEK 9 - JAN 6

Financial Feasibility
& Profitability

WEEK 10 - JAN 13

Food Product Sales &
the Art of Pitching

WEEK 11 - JAN 20

Food Labeling Software



Food Venture Program
Programme D'Aventure Alimentaire



CONTACT



Georgian | Henry Bernick
Entrepreneurship Centre



hbec@georgiancollege.ca
705-791-4095

Develop business acumen for your food-based venture

Food Venture Program Plus



Food Venture Program Grow



Early-Stage Food Venture

- Recipe Development & Food Science
 - Food Safety and Regulations
 - Food Packaging & Nutrition Labeling
 - Sustainability in Food Production
- +
-  Market Validation, Business Models & Strategy
 -  Product Prototype, Kitchen (Limited)
 -  Entrepreneurial Marketing/Sales, Pitching

Growth/Scaling Stage

- Business Development & Pricing
- Entrepreneurial Finance Forecast and Planning
- Recipe/Formula Development for Scalability
- Product Design, Production and Manufacturing
- Sales Channel Analysis, Distribution & Supply Chain
- Human Resources for Food Production at Scale
- Production Time in Commercial Kitchen (Optional)

What's Next- Fall 2022

- Collect and receive feedback from the agri food survey to guide programming
- Partner with Grey County to run the Farm to Retail Program
- Add cohort and peer-peer learning component
- Pair businesses with mentors in the food industry
- Share success stories and the promote opportunity to live and work locally

Thank you!

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