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TruShield Retail Startup Fund Overview

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Note: The Startup Canada Community Investment Fund Overview is subject to change without prior notice.

Last updated: September 9, 2015

About the Fund

Startup Canada and TruShield Insurance have partnered to initiate the Retail Startup Fund, to invest in entrepreneur and community-driven initiatives that will support entrepreneurs in the retail industry.

The Fund serves to fuel the growth of Canada's retail sector. Funds will be awarded to individuals, businesses, and organizations in Canada with projects aimed at supporting entrepreneurs in the retail sector.

Funded projects will provide startups and small businesses with support and opportunities to better compete with the top 30 companies that account for 66 per cent of sales in the sector. Project examples include retail-specific business training and pop-up shops.

Objectives

The objectives of the Fund are to:

1. invest in entrepreneur and community-driven initiatives that support and educate entrepreneurs pursuing retail ventures;
2. provide resources and tools to startups and small business retailers to better compete with large companies;
3. increase the sustainability of small business retailers through projects that facilitate investment, customer acquisition, and improved supply chains; and
4. drive awareness and engagement of resources and tools available to startups and small businesses in the retail sector.

Requirements

- Projects will impact support entrepreneurs looking to start retail businesses.
- Enhance entrepreneur connectivity to at least one of the following:
 - Support: Training, Mentorship or Infrastructure
 - Growth: Customers, Finance, Major Industry Anchors, Talent
 - Markets: Local, National or Global Markets
- Provide an impact statement to explain the issues the project seeks to address.
- Projects must be a new initiative that could not happen without the seed funding.
- Projects must be delivered within the dates specified within the criteria
- Agree to complete an impact assessment and project completion report at the conclusion

of their project, including evidence of the program through participant evaluation, photos and leveraging #StartupRetail.

- Agree to use the TruShield Retail Startup Fund powered by Startup Canada logo and boilerplate in the marketing and communications of the program.

Important Deadlines & Dates

October 7, 2015	Application and video submission deadline.
October 12, 2015	Peer and Partner Adjudication deadline.
October 13 - November 19, 2015	Announcement of recipients.
December 15, 2015	Cheques issued to recipients and recipient agreements signed.

Frequently Asked Questions

Q: Where do funds come from?

The Retail Startup Fund is solely sponsored by [TruShield Insurance](#) and administered by Startup Canada.

Q: Who can apply?

Must be a Canadian-based entrepreneur, startup, group or organization.

Q: Who should the project target?

The project must directly support entrepreneurs looking into entering retail sector or startups and small businesses already in the retail sector.

Q: What can grants be used for?

Funds will be awarded to individuals, businesses, and organizations in Canada with projects aimed at supporting entrepreneurs in the retail sector and provide these startups and small businesses with support and opportunities to better compete. Project examples include retail-specific business training and pop-up shops.

Q: Who will adjudicate the applications?

The applications will be adjudicated by a member of the Startup Canada team, a representative of TruShield Insurance, Startup Canada Community leaders and other entrepreneurial leaders and supporters in Canada.

Q: What is the maximum funding available for a project?

Grants are available up to \$3,000.

Q: What are the key timelines?

For Autumn 2015, intake of applications will begin September 10, 2015, with a deadline of October 7, 2015. Adjudication will take place in October 2015, and fund recipients will be contacted and announced, between October 13 and November 19, during Startup Canada's National Tour.

Q: What is the frequency of the funding allocations?

The program will run its pilot in Autumn 2015 with the intention that applications will open annually, every Autumn.

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