



The target audience for the iProfit mentoring program are small businesses who have been in operation for at least one year, are seeking guidance regarding the management, operations or growth of their business, and the business is the primary source of income for the entrepreneur.

## ***iProfit Small Business Services***

### **Mentoring Program**

**Cost \$450**

The iProfit Business Mentoring program is designed for growth stage companies that want to take their business to the next level. As part of this program, business owners are matched with a seasoned mentor who can offer helpful advice, expertise, and direction customized to their needs. The mentorship typically involves 6 sessions over 3 months.

### **S.W.O.T Analysis**

**Cost \$200**

#### *Strengths, Weaknesses, Opportunities, Threats*

As a small business owner, you may not always have the time see what is right in front of you – both the good and the bad. As part of the SWOT program, two Entrepreneurship Centre Business Advisors will review your business and identify the ***strengths*** in your current business and what ***opportunities*** may be out there that you should focus on for growth. They will also identify the ***weaknesses*** in your current operation that may be turning customers away, as well as ***threats*** that may impact you in the future. This program may also include the use of mystery shoppers for an additional cost. The results of this analysis will be provided to you in a written report.

### **Virtual Advisory Panel**

**Cost \$175**

Sometimes, a business owner just needs to sit down and spend some time with a group of advisors who can offer guidance on a variety of issues. In this program, the Entrepreneurship Centre will convene up to 3 professionals to discuss the issues of the small business owner in one 90 minute meeting. This panel will help offer advice and develop a To Do list of items for the business owner, and will include follow-up by the EC Business Advisor in the following weeks.

### **Business Planning Services**

**Cost \$200**

One of the cornerstones of a successful business is an up to date business plan. Under this program, and Entrepreneurship Centre business advisor will work with the business owner to help guide them in the development of an up to date business plan.

***For further information, or to arrange an initial consultation, contact Peter Stewart at the Entrepreneurship Centre. (613) 580-2424 ext: 22708***