



Powered by



THE BCF LET'S START UP **ENTREPRENEURSHIP** GRANT

funded by



This \$5,000 grant will reward a participant or a graduate from the Let's Start Up program who stands out for her willingness to commit fully to her professional project.

THE BCF LET'S START UP ENTREPRENEURSHIP GRANT

The BCF Let's Start Up Entrepreneurship Grant of \$5,000 is awarded to a participant or a graduate of the Let's Start Up program who stands out for the strength of her business plan.

ELIGIBILITY CRITERIA

- Be a woman 18 years of age or older
- Be a graduate of the Let's Start Up program or be in the process of completing the Let's Start Up program
- To have completed the Let's Start Up program or to be in the process of completing it in a service point located in Quebec
- The business must have started its first sales at least one year ago
- Attend the information session as well as a virtual meeting with our coaches
- The head office of the business must be located in the province of Quebec.

REQUIRED DOCUMENTS

- Registration form
- Your up-to-date business plan
- Your financial forecasts
- A video presentation (max. 3 min)

SUBMISSION AND REGISTRATION DEADLINE

The application deadline is **Tuesday, March 11th 2025 (midnight)**.

Email all required documents to mboyer@fondationlisewatier.com*.
Only complete applications will be reviewed.

*Please see page 5 for submission details.

INFORMATION SESSION

An information session in English will be held on Wednesday December 11th, 2024 from 12:15 to 12:45 to answer your questions related to the BCF Let's Start Up Entrepreneurship Grant.

To register for this session, [click here](#).

PROJECT EVALUATION CRITERIA	Weighting factors
VIDEO PRESENTATION	15 %
<ul style="list-style-type: none"> • Oral expression and form of presentation • Clarity of presentation and conviction • Respect of the instructions (having answered both questions, respect of time) 	
ENTREPRENEUR PROFILE	10 %
<ul style="list-style-type: none"> • The project's entrepreneur has characteristics, attitudes and values compatible with entrepreneurship. • The project team (promoters, employees, suppliers, etc.) has the necessary potential. 	
BUSINESS PLAN	15 %
<ul style="list-style-type: none"> • The mission, vision, values and articulation of the project are inspiring. • The entrepreneur ensures a complete and clear description of her product/service. • The target market is clearly defined. • A marketing strategy is put in place. • The product/service realization capacity is compatible with the estimated sales/revenue volume. 	
USEFULNESS OF THE GRANT	15 %
<ul style="list-style-type: none"> • The needs assessment (means, financial resources, etc.) is adequate and demonstrates the potential use of the grant. 	
FINANCIAL AUTONOMY	15 %
<ul style="list-style-type: none"> • The project is promising in terms of achieving financial autonomy for the entrepreneur • The financial forecasts are realistic and demonstrate viability, even profitability. 	
INNOVATIVE ASPECT	15 %
<ul style="list-style-type: none"> • The product/service has distinctive and innovative features compared to the competition and the current market. 	
SOCIO-ECONOMIC IMPACT	5 %
<ul style="list-style-type: none"> • The project contributes to social and/or economic development of the community. 	
OVERALL ASSESSMENT	10 %
<ul style="list-style-type: none"> • The overall assessment is based on the quality of the file, originality, realism, and viability. 	

SELECTION OF THE RECIPIENT

The selection committee, composed of members of BCF and the Lise Watier Foundation, will meet at the end of March. The committee reserves the right to request an individual meeting with the finalists. If so, finalists will be contacted in advance and a meeting will be scheduled.

The announcement of the recipient and the presentation of the grant will take place during a fundraising event organized by the Foundation that will take place on **Thursday, April 10th, 2025 between 6:00 p.m. and 9:00 p.m., in Montreal.**

COMMITMENT OF THE RECIPIENT

The recipient agrees to be present at the announcement and presentation of the BCF Let's Start Up Entrepreneurship Grant, which will take place on **Thursday, April 10th, 2025 between 6:00 p.m. and 9:00 p.m., in Montreal.** She will have to give a short testimonial during the evening to explain how the award will help her to give wings to her business.

The recipient also agrees to collaborate with the Lise Watier Foundation in the production of textual, visual and/or video content to share her entrepreneurial experience. She agrees to complete and sign the Photo release consent form, authorizing the Foundation to broadcast any image or video of her on the Lise Watier Foundation website, on other official websites and on social networks, as well as for media purposes, including promotional presentations and advertising campaigns.

THE BUSINESS PLAN INDICATIONS

Make sure your business plan meets all the evaluation criteria and clearly demonstrate this, as the evaluation of applications is based on the business plan.

The business plan should clearly:

- Describe your business and its mission
- Describe your product or service
- Demonstrate a market analysis
- Describe your positioning and marketing strategies
- Describe your operations plan
- Present your financial plan

THE VIDEO PRESENTATION

INDICATIONS

Introduce yourself in a short video of **no more than 3 minutes** and tell us how this grant could help you. To do so, answer these two questions:

- Why do you think you are the right person to receive the Let's Start Up Grant?
- How would you give wings to your business?

HOW TO SUBMIT THE REQUIRED DOCUMENTS

Email all required documents to mboyer@fondationlisewatier.com. To easily send large files, we recommend using the WeTransfer tool:

- From your computer, collect your files in a folder (registration form, business plan and video)
- Name the folder with your name and the name of your company (ex. MaryseBenoît-ServicesCompta)
- Go to wetransfer.com
- Click on the grey link "Or select a folder "
- Select the folder you just created and click on "Import"
- Click on the blue "Get a link" button
- Once the link is generated, copy the link and paste it into your email to mboyer@fondationlisewatier.com.

CHECKLIST

- Make sure you meet the eligibility criteria
- Review your business plan and financial forecasts
- Shoot your presentation video
- Send your business plan and presentation video to Marielle Boyer via WeTransfer by March, 11th, 2025 (midnight)

Note : Be sure to attend our fundraising event on April 10th in Montreal.