



THE CONCORDIA

SPREADING YOUR WINGS GRANT

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The Concordia Spreading Your Wings Grant is designed to support and encourage participants and graduates of the Let's Start Up Pathway who have started their own business. A **\$5,000 grant** will be awarded to the recipient to help her give wings to her business.

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
- The business must have started its first sales at least one year ago
- The head office of the business must be located in Canada
- Attend the information session as well as a virtual meeting with our coaches
- Be present at the annual graduation at Concordia University on September 11th, 2025 or at the YWCA Toronto in September (date to be determined)

REQUIRED DOCUMENTS

- Registration form
- Your business plan and financial forecast
- A video presentation (max. 3 min)

SUBMISSION AND REGISTRATION DEADLINE

The application period is from **Thursday, May 1st to Wednesday July 16th, 2025**

Email all required documents to mboyer@fondationlisewatier.com

Only complete applications will be reviewed.

*Please see page 5 for submission details.

MANDATORY INFORMATION SESSION

An information session will be held on **Tuesday, May 13th 2025** to answer your questions related to the Concordia Spreading your Wings Grant.

- **[Information session in English, Tuesday May 13th from 12:15 to 12:45pm](#)**
[click here to register.](#)

| 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 Concordia University and Lise Watier Foundation members, will meet in September. 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 recipient will be contacted and the official announcement will be made on **in September** during the Let's Start Up Pathway - Entrepreneurship annual graduation at the Concordia University (September 11th) or at the YWCA Toronto (date to be determined).

COMMITMENT OF THE RECIPIENT

The recipient agrees to do a testimonial that will take place during the annual graduation of the 2024-2025 Let's Start Up program participants in **September**.

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 Broadcast 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

Please update your business plan if necessary to reflect the actual situation of your project. Please also describe your current sales figures.

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 Concordia-Lise Watier Spreading Your Wings Grant?
- How would you give wings to your business?

EXCLUSIONS

The scholarship cannot be used to:

- Pay existing debts
- Ensure your working capital
- Finance a self-promotion or communication campaign

HOW TO SUBMIT THE REQUIRED DOCUMENTS

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

- From your computer, collect your files in a folder (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
- Have had the obligatory meeting with the entrepreneurship coach
- Review your business plan
- Shoot your presentation video
- Send your registration form, business plan, financial forecast and presentation video to Marielle Boyer before July 16th via WeTransfer