

Making Connections to Build a Business

For anyone trying to bootstrap a business startup, every available resource is important.

Andrea Wilson, Founder and Partner of Achieve™ took advantage of the free resources available through the Brampton Entrepreneur Centre. Not only was she able to access startup funding through the Starter Company Plus program, the Centre also helped her connect with invaluable resources that lead to new funding sources, marketing support and an initial client base.

Over the summer, the City's Brampton Entrepreneur Centre worked with more than 70 companies, supporting them with advice, mentoring and seminars and workshops through the Starter Company Plus program.

Achieve™ completed the program, and received a \$5,000 grant award. Based on the advice and support of their Brampton Entrepreneur Centre Business Advisor, Andrea partnered with the Humber College Institute of Technology and Advance Learning to develop a mobile application. This connection helped make Achieve™ the recipient of the Ontario Centres of Excellence – College Voucher for Technology Adoption, worth \$10,000.

The Brampton Entrepreneur Centre also connected Achieve™ with the Sheridan Pilon School of Business, and Andrea will be working with marketing and project management students to fill some marketing gaps for their company.

“We are also exploring a partnership with Osgoode Law School at the IP Innovation Clinic, also a connection the Brampton Entrepreneur Centre provided for the development of patents for our platform technology,” said Andrea.

The Achieve™ Success by Design program, the company's flagship program, was designed specifically for the millennial generation, and developed to help them achieve success at whatever stage of learning, career, or life they're at. And the company has been finding success.

Recent clients have credited the program for helping them develop, and then achieve, their own personal goals.

Go to <http://www.brampton.ca/bec> to find out about Starter Company Plus and other programs offered by the Brampton Entrepreneur centre. Funded by the Government of Ontario, the 10-week Starter Company Plus program supports entrepreneurs starting a business or expanding an existing business venture. Participants attend a series of workshops and training that lead to the creation of a business plan and the development of a business pitch to compete for a share of over \$180,000 in grant money.



Achieve™ is an online professional and management development services platform that provides programs, workshops and coaching specifically designed for the millennial generation, providing them with tools and strategies to achieve success in five key areas of their lives; relational, wellness, spiritual, career and financial.