



**WHO IS A START-UP VENTURE:** femImmiGRANTS applicants (Start-up Ventures) are majority women-owned, women-led immigrant start-up enterprise established within the last 5 years. They represent a new level of Girl Boss and exhibits a unique business model, unique business solution and a unique business mindset to create an enabling and strengthened economy.

**Applications for the 2020 Start-Up Venture cohort are now open!  
Deadline to apply is August 20<sup>th</sup> 2020.**

Visit [www.sedulouswomenleaders.net/femimmigrants](http://www.sedulouswomenleaders.net/femimmigrants) to apply

## femImmiGRANTS Application Process

**THE GRANT:** The grant is made up of Elevator's contributions and are pooled together and then given out in the form of 0% interest, Non-payable grants to women-led Start-up ventures in order to help such scale their business a little higher to the next level of growth.

**THE ELEVATORS:** These are willing women or a group of women who contribute \$750 Cdn each annually into the pool of grants, they can also opt to be volunteer mentors, coach or trainer to the Start-up ventures (elevating the ventures with their expertise, business skills, knowledge and network). Our Elevators are women that are making it happen within their career or business enterprise.

### THE PROCESS:

- Start-up ventures complete the application form to introduce their business;
- Submit a one-minute video about their business;
- Start-up venture Semi-Finalist are invited to Pitch their new venture at the Annual Sedulous Women Leaders Conference and state reason(s) they need the grant in front of our team of seasoned and experience judges called the "Dolphin's Pod";
- The judges decide who the Finalists are based on approved matrix;
- The Finalist either goes home with some Grant up to \$5,000 or Free Online store fully paid for 3years worth \$1,080 to help give additional products exposure or goes home with some great business advise.

## What are the eligibility criteria for Start-Up Ventures?

Our criteria are simple. At the time of application:

- Do you operate in Canada?
- Your registered Start-up business is 5years or less
- You are an Immigrant Entrepreneur
- Your business is majority women-owned (51% and over)?
- Your business is majority women-led (CEO/Founder/President is held by a woman)?

## What the Grant can be used for

You're applying to receive the grant in order to:

- Add a new line of product (Introduce a new product line to the market);
- To produce your first line of product (Test out a new product/business idea);
- To increase quantity of current product inventory (Scale up inventory)

## What the Grant cannot be used for

You cannot receive the grant to:

- NOT FOR advertising, marketing, buying equipment, leasing office space, payroll, operating expense payments, research and development, debt repayment etc.

## Are you WILLING?

**Become a femImmiGRANTS Elevator:** An Elevator contributes into the femImmiGRANTS purse to help a Start-Up scale up their business enterprise. Stand with us and let's make a huge impact in Canada holding each other's hands and elevating each other.

**A practically empowering way to contribute towards creating an enabling, elevated, better and strengthened economy.**

Please send us an email at [connect@sedulouswomenleaders.net](mailto:connect@sedulouswomenleaders.net)



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