

RISE

RISE COACHING PROGRAM

The RISE Program aims to support small business owners and start-up founders (“Entrepreneurs”) impacted by COVID-19.

The RISE Coaching Program (“Program”) will be made available to 10 entrepreneurs. Eligible participants shall be the owner of an existing business in the Greater Toronto Area (GTA) that was positively/negatively affected by COVID-19. Each successful participant will receive four (4) hours of group business coaching and two (2) hours of individual custom-tailored business coaching between January 2021 and March 2021.

There are no fees to participate or apply. Eligible participants shall meet the below requirements, make an application, and successfully complete the coaching Program.

Eligible Participants shall be

- 18 years of age or older
- Operating a business full-time for three (3) years or less
- Owner of a business in the Greater Toronto Area (GTA), Ontario, Canada
- Registered as a Sole Proprietorship or Partnership or Corporation
- Invested a minimum of \$20,000 in the business from personal funds
- Ready and able to grow the business

The Program is administered by wefinx, a new age accounting and financial advisory firm. The focus of the coaching Program is to provide expertise help to small business owners who have been in business for less than three years.

Application Deadline

The program application deadline will close by end of day “**Friday January 15, 2021**”. Successful applicants will be notified by **January 22, 2021**. The coaching program will run between January – March 2021 with start date to be confirmed to all successful participants.

PROGRAM DETAILS

Each successful participant will receive:

- Four (4) hours of group business coaching session(s), plus
- Two (2) hours of individual custom-tailored business coaching.

The business coaching sessions will focus on areas related to financial, business setup, commercial, financial, marketing, legal and business strategy. The individual coaching sessions will be customized to each participant on areas he/she chooses related to their own specific business needs.

The Program aims to provide all participants with the strategies and tools to succeed as well as to grow their business. Also, the Program participants will have the opportunity to network and collaborate to enrich their learning experience.

Agreement with Rules

All RISE Program participants must:

- Meet all eligibility requirements, and
- Agree to abide by all rules and regulations of the program, which are subject to change without notice.

Limitation of Liability

By participating in the RISE Program, you agree to release and hold harmless wefinx and its employees, partners, officers, and representatives, from any liability, injury, death, loss, litigation, claim or damage that may occur, directly or indirectly, whether caused by negligence or not from (i) participation in the RISE Program and (ii) one's acceptance, possession, use or misuse of the training content or material.

Canada's Anti-Spam Legislation

Participants in the RISE Program are added to a mailing list but may unsubscribe at any time.

Laws

The RISE Program, wefinx and partners are subject to the laws of the Province of Ontario.

To Apply

Complete the [application](#) at the link (if link doesn't open automatically, copy & paste the link into your browser): <https://forms.gle/q3cmvu7EyZhfKJhAA>