

ENERGIZING NEW PROGRAM FOR MIRAMICHI BUSINESSES!
New 10-week business incubation/acceleration program for self-motivated entrepreneurs who want to get a new business idea off the ground or take an existing or new business to the next level.

Miramichi, New Brunswick, May 5th 2015: The [Miramichi Technology Fund](#), managed by the Wallace McCain Institute at UNB and the [City of Miramichi](#) are partnering to offer a real-world, hands-on learning experience for new and existing business owners. Instead of a book and classroom-based course, the Bootcamp brings together successful local business mentors and dynamic local entrepreneurs to work collaboratively on your business.

This initiative is supported by the fund established by Frank and Julie McKenna in 2011. "This bootcamp will further local entrepreneurs' business acumen, connect them with local mentors and develop peer support with entrepreneurs facing similar challenges. Small businesses are the backbone of rural communities - when they grow they create jobs." said Frank McKenna, Deputy Chair of the TD Bank Group and former Premier of the Province of New Brunswick.

"We are looking for people who want to scale up their marketing efforts or refine their product or service. We want to work with determined individuals who have great ideas but limited training in how to run their own business," said Jeff MacTavish, director of Economic Development and Tourism with the City of Miramichi.

Program participants meet weekly with business mentors to discuss a specific aspect of their business and build further understanding of their business model. At the end of the program, each participant will be ready to pitch their business to potential customers, investors and partners. This is an amazing opportunity to kickstart the next stage of your business.

"This forced me to look at aspects of business that I either didn't know were important, or I simply didn't want to deal with, and it helped me get really clear on what my next steps were." Stacey Suhaianu, The Cheesecake Lady. Her business has grown exponentially since she started the course and she now has clearer plans for future expansion.

The program fee is \$1500, but for this first cohort of participants, the Miramichi Technology Fund is going to offer FULL SCHOLARSHIPS under certain conditions.

The program begins on May 19th at 7.00pm and will run for the following nine weeks every Tuesday evening at The Miramichi Chamber of Commerce (MCC).

CLOSING DATE FOR APPLICATIONS IS May 11, 2015 - [APPLY ONLINE NOW](#) to be part of the very first Miramichi Business Bootcamp!
Questions? Email Jeff.MacTavish@miramichi.org.