

**EXCELLENCE GRANTS FOR THE NEXT GENERATION OF
WOMEN ENTREPRENEURSP
PRESENTATION GUIDE**



FONDATION
J. ARMAND
BOMBARDIER
COMPLICE PHILANTHROPIQUE

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CONTEXT

En 1965, Janine Bombardier, Claire B. Beaudoin et Huguette B. Fontaine ainsi que leur mère, Yvonne L. Bombardier, créaient la Fondation J. Armand Bombardier afin de poursuivre l'œuvre humanitaire de Joseph-Armand Bombardier. Les quatre femmes mettaient ainsi sur pied l'une des premières fondations privées francophones au Québec.

Alors qu'en 2017, mesdames Janine Bombardier, Claire B. Beaudoin et Huguette B. Fontaine se sont retirées de la Fondation après 53 années d'engagement et plus de 150 millions versés en dons, un hommage leur est rendu en mettant sur pied **les Bourses d'excellence pour la relève entrepreneuriale féminine de la Fondation J. Armand Bombardier**.

In 1965, Janine Bombardier, Claire B. Beaudoin and Huguette B. Fontaine and their mother, Yvonne L. Bombardier, created the J. Armand Bombardier Foundation to continue the humanitarian work of Joseph-Armand Bombardier. The four women established one of the first private francophone foundations in Quebec.

In 2017, Janine Bombardier, Claire B. Beaudoin and Huguette B. Fontaine retired from the Foundation after 53 years of commitment and more than \$150 million in donations. The Excellence Grants for the Next Generation of Women Entrepreneurs were created in honour of these three women.

PROGRAM DESCRIPTION

The J. Armand Bombardier Excellence Grants for the Next Generation of Women Entrepreneurs were designed to promote the role of women in different sectors of economic and community development, and to recognize the excellence of projects led by women in these sectors. Three grants of \$10 000 each for:

- Women entrepreneurs
 - From Québec
 - Of any age
- All legal forms of companies
 - Incorporated at least one year ago and no more than 5 years ago
 - Created or co-created by a woman
 - With a demonstrated social impact

The 10-year program annually recognizes the outstanding work of three women entrepreneurs. The first edition took place in 2018-2019.

JANINE BOMBARDIER GRANT

Intended for women entrepreneurs active in the cultural or creative field.

Eligible sectors:

- Architecture
- Design
- Digital arts

- Literature and publishing
- Museology
- Theatre arts
- Visual and audiovisual production
- Visual arts

CLAIRE B. BEAUDOIN GRANT

Intended for women entrepreneurs active in the processing and manufacturing field.
All sectors are eligible.

HUGUETTE B. FONTAINE GRANT

Intended for women entrepreneurs active in the technological innovation field.

Eligible sectors:

- Artificial intelligence
- Biotechnology/health
- Electronics
- Engineering
- Information and communications technology
- Robotics

TERMS OF GRANTING

Women entrepreneurs are invited to submit their application online.

<https://www.grantinterface.ca/Home/Logon?urlkey=JAMGrant>

List of documents to provide:

- 1- The entrepreneur's CV
- 2- The company's organizational chart
- 3- Audited financial statements for the last 2 years, or the last year if the company has only been in operation for 1 year. Review engagements are accepted.
- 4- Financial projections for 2 years, including: quarterly cash budget, income statement, balance sheet.
- 5- A road map describing the steps you will need to take over the next 18 months (include financial and HR data).
- 6- A video clip (4 min. max.) to present the outline of the business plan, the team and the anticipated impact of the grant.

Deliberations are held in March and April. If necessary, candidates may be invited to present their project in person before the selection committee.

Winners are announced on May 1st. They receive a cheque payable to their company at an event to be announced.

*<https://philanthropie.fondationbombardier.ca/en/submit-a-request/grants-for-women-entrepreneurs/>

ELIGIBILITY CRITERIA

- 1- Incorporated private companies: at least 50% of the company must be owned by a woman or a group of women
- 2- Social economy enterprises (NPOs, General Partners and Cooperatives): the entrepreneur must be the founder or co-founder
- 3- The entity must have been constituted for at least one year with a maximum of 5 years
- 4- The entity's head office is in Québec
- 5- The entrepreneur resides in Québec
- 6- The entrepreneur is a Canadian or permanent resident

Exclusions:

- Applicants not released from a bankruptcy judgment
- Projects of a discriminatory nature
- Projects of a sexual, religious or political nature
- Ad hoc event projects
- Projects related to illicit or recreational drugs
- Bar or discotheque projects
- Student projects: internships and university projects
- Research and development projects
- Self-employed workers
- Projects for which the main value-added activities are outside Québec
- Projects where the main activities are retail sales

EVALUATION CRITERIA

The criteria used to highlight the excellence of the applications submitted are as follows:

- Quality and soundness of the business model – 30%.
- Viability and coherence – 20%
- Distinctive and innovative nature of the project – 20%
- The social impact of the enterprise – 20%.
- The demonstration of the added value of the grant in the project – 10%.

Who are the members of the evaluation committees?

For each of the grants, the analysis is the responsibility of a selection committee composed of:

- An administrator of the Foundation
- A family member
- An employee of the Foundation
- A specialist of the given sector

- A women entrepreneur of the given sector

A female majority is prioritized for each of the selection committees.

APPLICATION QUESTIONS

Identification

1. Which grant are you applying for?
2. Have you already submitted a grant application file as part of past editions for these grants?
3. Company details
4. Legal status
5. Québec Enterprise Number
6. Date of registration at the Registraire des entreprises du Québec (DD/MM/YYYY)
7. Name of the entrepreneur
8. Legal status of the entrepreneur

The quality and soundness of the business model (300 words max per question)

9. What need or problem are you trying to solve? How does your product or service meet this need?
10. To which market are you addressing your product or service? Describe your targets, market evolutions, competitive analyses, your positioning, etc.
11. Describe your marketing strategies: promotion, distribution, customer service...
12. Summarize your operations' plan: demonstrate your operating capacity, the risks identified, your contingency plan if applicable...
13. Demonstrate the strength of your team: employees, board members, mentors...

Viability and coherence (300 words max per question)

14. At what level of validation is your project? Sales, prototypes, letters of intent, alpha customers, canvassing of potential or actual customers...
15. Who are your key partners and what is their role?
16. What are the current or anticipated impacts? (Sales, job creation, professional development, outreach...)

The distinctive and innovative nature of the projet (300 words max)

17. How is the company innovative? What are its distinctive elements?

The social impact (300 words max per question)

18. Have you thought about the company's social responsibility? What is or will be the social impact of the company*?

***How we define social impact: The set of changes and effects caused by the activities of an organization on its internal stakeholders (employees, volunteers, administrators), external*

stakeholders (beneficiaries, users, clients) and society in general. The aspects of impact are multiple: human, political, societal, environmental and economic.

19. Does the company have sustainable practices in terms of human resources, production processes, procurement? Does it hold relevant attestations or certifications?

Added value of the grant (300 words max)

20. What will you do with the grant? What anticipated outcomes will it have on your company?

<https://philanthropie.fondationbombardier.ca/en/submit-a-request/grants-for-women-entrepreneurs/>

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