



# STARTUP CANADA TOOLKIT

## YOUR STEP-BY-STEP GUIDE TO LAUNCHING A BUSINESS IN CANADA

Created for new entrepreneurs, freelancers, and startup founders — this toolkit will walk you through everything you need to confidently start and grow your business in Canada.

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DESIGNED BY

 **SQUATCH**  
INNOVATIONS

# Choosing the Right Business Structure

→ Sole Proprietorship, Partnership, Corporation?

Learn the pros and cons of each structure in plain English. Understand how it affects:

- Taxes
- Liability
- Bank accounts
- Investor readiness

Includes:

- ✓ CRA Registration Info
- ✓ Incorporation Links (Federal & Provincial)
- ✓ Naming Your Business (NUANS, name search, domain)

## Funding Your Startup

Canada offers real money for startups. You just need to know where to look.

- 🎯 Government Grants & Loans:
  - Access programs like Canada Digital Adoption Program, IRAP, and Futurpreneur
- 🧑 Angel Investors & VCs:
  - Discover local investment networks and how to pitch to them
- 📄 Bootstrapping Tips:
  - Learn lean strategies to build without funding

## Business Planning Essentials

- Business Model Canvas & Lean Plan templates
- Market research basics
- Go-to-market strategy structure
- Pricing & competitor benchmarking
- Branding and marketing checklists

Includes:

- 📝 Editable business plan outline
- 🔍 SWOT analysis worksheet
- 📊 Canadian market data sources



# Digital Presence & Tools

- No startup survives today without an online presence.
- Get your .ca domain and branded email
- Learn which website builder or CMS is right for you
- Beginner tips for SEO and social media
- Tools for invoicing, bookkeeping, and CRM
- (Wave, QuickBooks, HubSpot, Canva, Notion)

# Startup Communities & Support

- Top incubators & accelerators across Canada (MaRS, Communitech, DMZ)
- Local Startup Canada communities
- Support for underrepresented founders, women-led businesses, Indigenous entrepreneurs
- Free government business advisors by region

# Compliance & Taxes

- When and how to register for GST/HST
- Employer obligations if you hire staff
- Bookkeeping basics to avoid CRA penalties
- Filing year-end taxes for startups (T2, T2125)

## Final Thoughts

Launching your business in Canada doesn't have to feel like navigating a maze. With the Startup Canada Toolkit, you're holding a trusted, community-backed guide filled with actionable steps, links, and checklists — all made for new entrepreneurs like you.