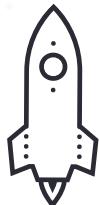


MISSION: LAUNCH

**The Essential Startup
Guide for New &
Aspiring Entrepreneurs
in Mission**



We respectfully acknowledge that the land upon which we live, work, and play in Mission is the traditional, ancestral, and unceded territory of the Stó:lō Nation, which includes the Leq'á:mel, Semá:th, Kwantlen, Sq'ewlets, Máthxwi, and Katzie traditional territories. The Stó:lō people have lived in and cared for this territory since time immemorial, and we honour their enduring relationship with this land.

We recognize the importance of Indigenous contributions to our community and economy and are committed to supporting Indigenous entrepreneurs and fostering inclusive opportunities for all people in Mission.

Why we include Land Acknowledgement in our practices:

- Acknowledging the territory is a step toward reconciliation and respect.
- It reminds us all to act in ways that honour the history, culture, and stewardship of Indigenous peoples.
- It aligns with our commitment to inclusion, equity, and community responsibility in supporting local business.

How can you incorporate Indigenous inclusion and knowledge into your business?

- Read over the Truth & Reconciliation Commission of Canada Report, with special focus on Call to Action #92 - Business & Reconciliation.
- Connect with Stó:lō Community Futures to learn about Indigenous business practices and existing Indigenous-owned businesses in the area.
- Commit to meaningful consultation, building respectful relationships, and equitable practices in your hiring and operational processes.

DISCLAIMER

This resource package ("Mission: Launch") is provided **for informational and educational purposes only**, whether accessed online, downloaded, printed, or distributed in hard copy. The contents are intended as general guidance for new and/or aspiring entrepreneurs and are not intended to constitute legal, financial, accounting, tax, or other professional advice, nor should they be relied upon as a substitute for obtaining professional guidance specific to your individual circumstances.

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- You should consult qualified professionals (lawyer, accountant, financial advisor, etc.) before making decisions that may affect your legal or financial obligations.
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FROM IDEA TO OPENING DAY

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WELCOME



Welcome to **Mission: Launch**, the essential startup toolkit for new & aspiring entrepreneurs in Mission. This package was developed by the [Mission Regional Chamber of Commerce](#), with support from the [City of Mission](#) and [Community Futures North Fraser](#). This is your comprehensive guide to turning an idea into a fully operational business. Whether you're just beginning to explore entrepreneurship or you're ready to launch, this package is designed to meet you where you are.

Starting a business can feel overwhelming. There are legal requirements, financial planning, marketing, finding support, and more. But the good news is you don't have to tackle it alone. This package walks you through every stage step-by-step and connects you with the tools and resources available in Mission and across BC.

Our goal is simple:

- Make the startup process clear, accessible, and doable for everyone.
- Support Mission's diverse entrepreneurs with inclusive, sector-specific guidance.
- Give you confidence from day one.

What's Inside?

This package is organized into simple, intuitive sections, written in plain language and designed for quick scanning, with checklists, examples, and templates.

Who Is It For?

This package is built to support all entrepreneurs, including:

- First-time business owners
- [Youth and students](#)
- [Women entrepreneurs](#)
- [Indigenous entrepreneurs](#)
- [People with disabilities](#)
- [2SLGBTQA+ entrepreneurs](#)
- [BIPOC entrepreneurs](#)
- [Newcomers to Canada](#)
- Microbusiness & side-hustle creators
- People shifting careers or exploring self-employment

What You'll Get Out of This Package

By the end of this guide, you will:

- Have a fully developed business idea
- Understand your legal obligations in BC
- Know how to register and license your business
- Have real financial projections
- Build a business plan that fits your needs
- Feel confident about accessing grants, loans, and supports
- Be launch-ready
- Have a clear roadmap for growth

This package is your companion from idea to launch - and beyond!





HOW TO USE THIS PACKAGE

Search Features

To keep the experience smooth and intuitive, the digital package includes a universal Search Bar that pulls from all sections. Search by:

- Keywords (GST, business license, or grants, etc.)
- Industries (food, trades, or arts, etc.)
- Demographic pathways (women entrepreneurs or youth entrepreneurship, etc.)
- Common tasks (register a business or write a business plan, etc.)

OR Choose your startup journey based on where you are today and you'll be linked to the most relevant tools and sections:

- [I have a business idea](#)
- [I'm validating my idea](#)
- [I'm ready to register](#)
- [I need financing](#)
- [I want to write a business plan](#)

Quick Links

You will see links throughout the package related to various topics. Anywhere you see underlined text, that is a link to take you right where you want to go.

At the bottom of every page, you will see Quick Links.

- Related topics
- Essential next steps
- Shortcuts to templates & tools
- Sector-specific versions of this topic

Example: On a page about registering a business, the quick links might point to licensing, GST/PST guides, and sector-specific requirements for industries like food or construction.

Accessibility Features

The Mission Chamber is committed to making this startup package accessible to all entrepreneurs, regardless of ability or circumstance. Our goal is that everyone, regardless of ability or prior experience, can confidently access, navigate, understand, and act on the information to successfully launch their business in Mission. We recognize that accessibility is about more than physical access. With that in mind, we've included these features:

1. Easy Navigation
 1. Clear headings for scanning.
 2. Consistent layout throughout the package.
 3. Route-based navigation to guide users based on where they are in their startup journey.
2. Search & Filter Options
 1. Universal search bar to locate topics quickly.
 2. Filters for industry, stage of business, or entrepreneur demographic (ie., youth, women, BIPOC, LGBTQ2S+, Indigenous, people with disabilities).
3. Readability & Clarity
 1. Plain-language content with short paragraphs.
 2. Bolded key points and checklists for actionable steps.
 3. Highlighted definitions and glossary tooltips for jargon.
4. Downloadable Tools & Templates
 1. Templates available in multiple formats (Word, PDF, Excel) for accessibility.
 2. Compatible with screen readers and assistive technology where possible.
 3. Download a printable version for offline use.
5. Inclusive Design
 1. Visuals with clear text and labeling.
 2. Color choices optimized for visibility and contrast.





SECTION 1: FOUNDATIONS OF STARTING A BUSINESS

Starting a business is exciting, but solid foundations make the difference between ideas that stay dreams and ideas that become sustainable reality. This section will help you clarify your business idea, understand your market, and choose the right business model before moving into legal, financial, and operational steps.

1.1 Idea Development & Market Validation

Before you invest time or money, you need to make sure your idea solves a real problem for real people. Even the smallest of businesses or side hustles will benefit from this step. Skipping validation can lead to wasted time and money!

Key Steps

1. Identify the Problem You're Solving

- Ask yourself: What challenge does my business address? Who experiences it?
 - Example: A local café targeting commuters might address the lack of quick, healthy breakfast options.

2. Define Your Ideal Customer

- Age, location, lifestyle, income, habits, preferences.
- Create a simple "customer persona" to visualize who you're serving - check out this printable [template](#) to help you craft your first one, and maybe more!

3. Research the Market

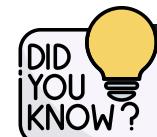
- You can do your own research and/or tap into one of these existing resources available:
 - [Community Futures North Fraser](#) - CFNF can help with both providing current market research for Mission and surrounding areas, as well as possible training opportunities and resources on best practices for conducting your own market research
 - Your [Mission Chamber](#) can also provide up-to-date statistics on Mission business (how many pizza places are there, really?)
- Primary research: Surveys, interviews, focus groups, testing prototypes.
- Secondary research: Statistics, industry reports, online trends, competitor analysis.

4. Test Demand Before You Launch

- Create a minimal version of your product or service (MVP) and gather feedback.
 - Examples: Pop-up sales, online pre-orders, social media campaigns, pilot programs.

5. Refine Your Idea

- Adjust your product/service based on feedback.
- Identify your unique value proposition (UVP) - why customers would choose you over competitors.
 - Your UVP should be a simple statement or story, with a focus on outcomes, on how you're going to solve your customers' pain point(s).



42% of businesses fail because there's no market need for their services or products.

1.2 Business Models

Your business model describes how your business will make money and operate sustainably.

1. Common Business Models in BC

1. Retail: Selling products directly to customers (online, in-store, or both).
2. Service-Based: Charging for expertise, labor, or specialized services.
3. Subscription: Recurring revenue from monthly or annual subscriptions.
4. Freemium/Online: Free basic service with paid upgrades.
5. Social Enterprise: Solving a community problem while earning revenue.

2. Choosing a Business Model

1. Consider your industry, target customer, and scale potential.
2. If you're a visual learner, consider mapping out a Business Model Canvas to help you visualize your value proposition, how you'll reach customers, how you'll earn money, general costs, etc. This is not your Business Plan, that is a much more detailed document and will come later. This is a general overview to see if your idea is viable not only as a business but for your life. If the business will require you to sell online but you don't know how to open an email, it might not be the right business model for you.

QUICK LINKS



Tools:

- [BC Gov. New Business Guide](#)
- [Customer Persona Map](#)

Resources:

- [Community Futures North Fraser](#)
- [Mission Regional Chamber of Commerce](#)

Next Steps:

- [Developing a Business Plan](#)



SECTION 1 (Cont.): FOUNDATIONS OF STARTING A BUSINESS

1.3 Business Structures

Your business structure affects your taxes, personal liability, paperwork, and long-term growth options.

**Reminder: While the steps are similar for most businesses, some industries have additional regulations, which are outlined below. This section provides general information only. Legal and regulatory requirements vary. Always confirm details with the appropriate authority or a qualified professional.*

- **Sole Proprietorship:** Best for solo entrepreneurs, freelancers, side hustles

What it means for you: You and the business are the same legal entity.

Pros: Easiest & least expensive to set up, minimal paperwork, full control over decision-making

Cons: You are personally liable for any debts and legal issues, you'll have limited access to financing opportunities, any business income is taxed as personal income

- **Partnership:** For when two or more people are starting a business together.

What it means for you: Two or more individuals share ownership and responsibilities for the company.

Pros: Shared startup costs and skills, simple structure, relatively low startup costs

Cons: Partners are generally personally liable, risk of disputes if roles aren't clearly defined and agreed upon, strongly recommended to have a written partnership agreement (**TIP:** Always consult a lawyer before entering into a partnership.)

- **Corporation:** Best for businesses that are planning to grow, hire staff, or look for investments

What it means for you: A corporation is a separate legal entity from its owners (or shareholders).

Pros: Limited personal liability, easier to raise capital, potential tax advantages

Cons: Higher setup and ongoing costs, more administrative requirements, requires annual filings and separate tax returns

- **Cooperative (Co-op):** Best for member-owned businesses and/or social enterprises

Pros: Democratic ownership model, community-focused, shared risk

Cons: More complex governance, slower decision-making, requires strong member engagement

1.4 Step-by-Step: Registering Your Business in BC

- Step 1: Decide on a Business Name
 - Optional for sole proprietors, required for partnerships and corporations
 - Name must be unique and approved
- Step 2: Conduct a Name Search through BC Registries
 - Valid for 56 days once approved
- Step 3: Register with BC Registries & Online Services, choose one:
 - Sole proprietorship
 - Partnership
 - Corporation
- Step 4: Register for a CRA Business Number (BN), if necessary
 - You may need to register for:
 - GST/HST
 - Payroll (if hiring employees)
 - Import/export accounts
- Step 5: Register with WorkSafeBC if necessary
 - Required if you:
 - Hire employees
 - Pay yourself as a worker in a corporation
- Step 6: Register for a Business License through your municipality
 - City of Mission Business Licensing
 - If you're operating in multiple municipalities, you may apply for an Intermunicipal Business License.



Before you go online:

Be Launch Ready!

Have this info at hand before registering your business:

- Business physical & mailing address, other contact info
- Business start date
- Description of your main business activity
- Approved business name (if required)
- If you're a Sole Proprietor:
 - Your legal name, date of birth, & residential address
- If you're a Partnership:
 - Legal names and addresses of all partners
 - Partnership start date
 - Partnership agreement (recommended, not required)
- If you're a Corporation:
 - Approved name request number
 - Names and addresses of your directors
 - Registered office and records office addresses

**Corporations have the most detailed requirements, many entrepreneurs choose to incorporate with legal counsel.*

QUICK LINKS



Tools:

[Business Startup Checklist](#)

[BC Registries & Online Services](#)

Resources:

[Community Futures North Fraser](#)

[Mission Regional Chamber of Commerce](#)

Next Steps:

[Developing a Business Plan](#)



BUSINESS PLANNING

A strong business plan is a strategic roadmap that shapes your idea with clarity and direction. It helps you to translate your dream into concrete goals, strategies, and actions, which is not only good for convincing funders, partners, and customers to get on board, it helps you stay on track and protect your goals. Whether you're applying for funding, presenting to partners, or simply organizing your own thoughts, a well-crafted business plan helps you make smarter decisions, and both anticipate and mitigate challenges.

2.1 Why a Business Plan Matters

Why do you need a business plan? A business plan helps you:

- Clarify your business idea
- Understand your customers and competition
- Set financial expectations and funding needs
- Plan operations and potential staffing
- Reduce risk and improve decision-making
- Build confidence and credibility with lenders, investors, and partners

It's important to know that your first business plan is not your last. As your business grows, your plan becomes a living document - one you update as you learn, pivot, and scale. This adaptability helps ensure long-term growth and resilience.

2.2 Components of a Strong Business Plan

For detailed guidance and templates on creating a solid Business Plan, reach out to [Community Futures North Fraser](#). Their consulting and business guidance services are free and they are proven professionals. This information is based on their Business Plan Guide, available via the Quick Links below. Here are the highlights of what they will guide you through in your Business Plan building.

1. Business Overview: Explains who you are, what you're building, and why.
2. Products & Services: Detailed descriptions, supply chain and delivery information, future plans for growth.
3. Industry Overview: Describe your industry and provide data to support your case for business.
4. Marketing & Sales Strategy: Who is your target market and how will you reach them through pricing, placement, and promotions?
5. Operations Plan: Who's in your team and what are their roles? What does a day in the life of your business look like?
6. Financial Plan: This section deserves your focus as you plan for 3-5 years of cash flow projections. It's critical to access funding and investments.
7. Supporting Documentation: CFNF can help provide or find the resources you need to build a solid plan.

• QUICK LINKS



Tools:

- [CFNF Business Plan Template](#)
- [Mission Statement Builder](#)
- [Organizational Chart Builder](#)
- [Marketing Strategy Builder](#)
- [Cash Flow Worksheet](#)
- [RBC Startup Cost Calculator](#)

Resources:

- [Community Futures North Fraser](#)
- [Mission Regional Chamber of Commerce](#)
- [Mission Zoning Maps](#)

Next Steps:

- [Fueling your Dream with Finances](#)

CHECK IN: ARE YOU LAUNCH READY?



Starting a business is an exciting journey, and having a clear path forward can make all the difference. That's why we're pleased to share this Business Start-Up Checklist, developed by our partners at [Community Futures North Fraser](#). It's a practical tool to help you navigate the key steps of launching your business with confidence. Click on the screenshot to access the full checklist.

The screenshot shows a document titled "Business Start-up Checklist" with a green header. The first section is "1 Plan Your Business" with a sub-section "a Do Your Research". The text says: "Creating a solid Business Plan is vital to your success. You need to know where you expect to go before you can get there. Before writing your final plan you will need to complete some of the key sections." Below this is a table with four rows:

| a | Do Your Research | Market research gives realistic view of your idea, and is critical for your business plan and your future success. Utilize Canadian Industry Statistics (CIS) for your research. | Come talk with a business advisor at Community Futures North Fraser. Call 604-826-6252 to book an appointment <input type="checkbox"/> |
|---|--------------------------------|--|--|
| b | Create Cash Flow Projections | Understanding your startup financing needs, how money moves through your business and the timing of your cash flow is critical. Cash flow projections also indicate how much capital you require to operate your business. | We can help you with your startup budget balance sheet, cash flow projections and we have templates online you can use. Email info@northfraser.org or call 604-826-6252 to book an appointment with our advisors. <input type="checkbox"/> |
| c | Choose Your Business Structure | Sole proprietor, Partnership or Corporation are the business structure choices; each have benefits and disadvantages. | Community Futures can provide you with information on the different types of business structure, but you should also consult an accountant and a lawyer. <input type="checkbox"/> |
| d | Complete the Business Plan | Your business Plan contains your business structure, cash flow projections | There are many business plan examples and templates available on line, including at the Business Plan Database <input type="checkbox"/> |

Building a business involves many moving parts, from planning and market research to registration and financing. Keeping track of your progress as you move through these steps not only helps ensure you don't miss anything important, it can also be a real motivator. Checking off completed tasks gives you a tangible sense of accomplishment and helps you maintain momentum as you work toward your goals.

This checklist is designed to be user-friendly and flexible. Use it at your own pace, revisit it regularly, and tailor it to your unique business idea.

Here's how to make the most of it:

- Start at the beginning: Review each section in order and check off items as you complete them.
- Be thorough, not perfect: If a task doesn't apply to your business right now, note that, and focus on what's relevant.
- Use it as a working document: Treat this as a living list you can update as you learn more and your plans evolve.
- Reach out for support: At any point, [Community Futures North Fraser](#) can help with business planning, financial projections, licensing questions, and more. Don't hesitate to connect with their advisors at (604) 826-6252.

Think of this sheet as both a roadmap and a progress tracker. It is a simple but powerful way to keep your start-up on track while celebrating every milestone along the way.



FUELING YOUR DREAM WITH FINANCES



Sound financial planning is one of the most critical pillars of a successful business. This section will help you understand start-up costs, how to manage money responsibly, and what funding supports are available, including local opportunities in Mission and the Fraser Valley.

3.1 Start Up Costs

Every business, large or small, has initial costs. Identifying these early and being realistic about what they are will help you avoid surprises and determine how much funding you'll need. While this may not be an exhaustive list, typical costs can include:

One-Time Costs (Startup Phase)

- Business registration and legal setup
- Incorporation or sole proprietorship filings
- Equipment and tools
- Leasehold improvements or renovations
- Initial inventory
- Website development
- Branding and signage
- Technology purchases (laptop, phone, POS hardware)
- Professional services (legal, accounting, consulting)

Ongoing Monthly Costs

- Rent or mortgage payments
- Utilities
- Insurance
- Software subscriptions
- Payroll and subcontractors
- Inventory replenishment
- Marketing and advertising
- Loan repayments
- Vehicle/transportation costs



3.2 Operating Budget & Cash Flow Basics

A business can be profitable on paper but still struggle due to cash flow gaps. Understanding these two financial tools is essential.

1. *Operating Budget:* Your operating budget shows all your expected income and expenses over a defined period, usually one year. This is called your fiscal year and it doesn't have to align with the calendar year.
2. *Cash Flow Statement:* Your cash flow statement tracks when money actually comes in and goes out. Knowing these patterns is vitally important to be able to manage any seasonal fluctuations, payment delays from your customers, payroll cycles, and your suppliers' terms for payment.

3.3 Business Banking & Financial Infrastructure

Even if you have experience in bookkeeping or accounting, it's a good idea to take these steps to protect yourself by setting up your professional financial infrastructure early. Putting these systems in place helps you stay on the right side of the regulations, reduces stress at tax time, and shows banks & business partners that you're organized and trustworthy.

- Separate your personal & business accounts with your bank or credit union
- Set up your payment processing and/or POS (Point of Sale) systems (Square, Moneris, Stripe, etc.)
- Consider bookkeeping software options (Wave, QuickBooks, Xero)
- Decide if you're going to hire a bookkeeper vs. DIY
- Set up a working relationship with an accountant (for tax time, GST/PST, deductions)

3.4 Financial Projections & Break-Even Analysis

Forecasting can be scary, it's like predicting the future and that may feel impossible when you're starting out. This section offers templates that break it down into simple components. Make sure to check out the Glossary at the end of the package if there are terms that are new to you. Using these templates will help you calculate your costs of goods sold (COGS), determine what your break-even point is, how to price your products and/or services profitably, and how to create 1-year and 3-year projections.

- [Break-Even Calculator](#)
- [Pricing Strategy Development](#)

QUICK LINKS



- Tools:
- [Startup Cost Calculator](#)
- [Annual Budget Templates](#)
- [Cash Flow Worksheet](#)

More Tools:

- [Break-Even Calculator](#)
- [Pricing Strategy Development](#)

Next Steps:

- [Pathway-Specific Funding Opportunities](#)

FUELING YOUR DREAM (Cont.)



3.5 Funding Opportunities in BC

Entrepreneurs in the Mission/Fraser Valley region have access to a wide array of funding sources. This list should help you find the one that's right for you.

1. Personal Investment

1. Savings
2. RRSP Withdrawals (with guidance from your financial institution)
3. Friends & Family Financing (make sure you have a written agreement with a repayment schedule in place for any personal loan from friends or family members)

2. Traditional Bank Financing: Banks will require your credit history, a business plan, realistic cash flow projections, and some personal investment. Common products are:

1. Term loans
2. Lines of Credit
3. Equipment Financing

4. Canadian Small Business Financing Loan (CSBFL)

3. Community Futures North Fraser & Sto:lo Community Futures: Community Futures offices are Mission's local source for small business loans and start-up support and often, the first crucial step in business planning. Programs include:

1. Startup loans
2. Expansion loans
3. Youth loans
4. Flexible criteria compared to banks
5. Mentorship support



4. Futurpreneur Canada: For entrepreneurs who are 18 - 39 years old. This program offers:

1. Up to \$60,000 in financing (with BDC partnership)
2. Free business plan coaching
3. Up to two years of mentorship



5. Small Business Grants & Non-Repayable Funding: Mission Chamber members get significant cost savings on grant search & support software, Pocketed, a fantastic tool to find grants, determine your eligibility, and provide tools and support through your grant application process.

1. Indigenous entrepreneur grants (BDC, Aboriginal Entrepreneurship Program (AEP), Indigenous Business Development Fund, etc)
2. Women-focused grants (WeBC, Women's Capital Corporation, etc)
3. LGBTQ2S+ entrepreneur grants (2SLGBTQ+ Entrepreneurship Program, Queer Business BC, etc)
4. Accessibility and disability entrepreneurship funding (Community Futures Entrepreneurs with Disabilities Program (EDP), etc)
5. Green/clean tech grants (CleanBC Industry Fund, etc)
6. Industry-specific grants (e.g. agriculture, arts, non-profit social enterprises)

6. Equity Investment: Best for scalable or tech-focused businesses.

1. Angel Investors
2. Venture Capital
3. Crowdfunding (Kickstarter, GoFundMe, FrontFundr, etc)

3.6 Financial Skill Building

If you're passionate about your idea but don't know much about financial management (yet!), building your financial skills portfolio with these common topics will be key to your success. See **Resources** below for free learning options.

- Reading financial statements
- Budgeting discipline
- Managing debt
- Building credit as a small business
- Preparing for tax season
- Setting up payroll
- Avoiding common financial mistakes

QUICK LINKS



Tools:

Economic Development Grants

Resources:

Futurpreneur Canada

My Community Futures Education

Next Steps:

Pathway-Specific Funding

Opportunities

POST-LAUNCH SUPPORT & GROWTH



Launching your business is a major milestone, congratulations! But the journey doesn't stop there. This section helps you navigate the period after opening, understand when and how to grow your business, and access local supports in the Mission area and beyond.

Once your business is open and serving customers, new questions arise:

- How do I attract more customers?
- Should I hire staff?
- How do I increase revenue without unnecessary risk?

Post-launch support helps you make these decisions with clarity and access to networks, training, and expert guidance, not guesswork. Growth doesn't always mean expansion right away. Often it means improving systems, increasing sales, and strengthening your foundation so your business becomes more sustainable and resilient.

When to Consider Scaling Up

Scaling is appropriate when:

- Your Current Operations Are Stable
 - Sales trends show consistent growth
 - Cash flow is predictable and positive
 - Systems (bookkeeping, HR, inventory) are documented and reliable
- You Have Clear Customer Demand
 - Customer feedback indicates unmet demand
 - Wait lists, repeat customers, or expansion requests from clients
- You Can Manage Risk

Scaling usually requires investment. Making thoughtful choices minimizes risk:

- Build a cash reserve before expanding
- Test new products or markets with small pilots
- Use data (sales trends, customer insights) to guide decisions

A general rule of thumb: **Don't scale until the basics are working smoothly!**



Support, Networking & Advocacy

Mission Regional Chamber of Commerce: The Chamber is the core hub for local businesses in Mission, offering:

- Networking events and forums
- Educational seminars and training
- Business advocacy and intelligence
- Marketing & promotional opportunities for members
- Connections to municipal and regional partners

Membership can provide you with local visibility, peer learning opportunities, and a voice in community economic planning.

Business Advisory & Funding Support

Community Futures North Fraser: A key local partner for small businesses and entrepreneurs. They provide:

- Business consulting and coaching
- Access to flexible financing
- Training on operations, growth, and change management
- Exporting and expansion guidance

Community Futures support is especially useful for businesses that are ready to move beyond startup basics – whether that means hiring, expanding services, or entering new markets.

Business Skills & Workforce Development

Mission Community Skills Centre: Offers training and skills development that can benefit business owners and staff alike, boosting capacity during growth phases.

Local Networking & Collaboration

Mission Downtown Business Association: A group focused on the heart of Mission's commercial district.

- Partnership & local promotion opportunities

DIVERSE PATHS & SECTOR SPECIFICS



Not all entrepreneurs start from the same place or face the same barriers, and not all businesses navigate the same rules. This section recognizes that different communities and sectors may experience unique barriers, supports, or regulatory pathways when starting a business in BC. Mission: Launch is designed to help entrepreneurs navigate these systems with clarity, confidence, and respect. Links are provided to more detailed information.

4.0 Support and/or Funding Opportunities for Specific Groups of Entrepreneurs

- *Women Entrepreneurs*

In 2018, the Canadian government formed Canada's first Women Entrepreneurship Strategy, with a goal of doubling the number of women-owned businesses by 2025. However, only 18% of businesses in Canada were women-owned in 2025, falling over 145,000 new businesses short of their goal.

Source: Canadian Chamber Business Data Lab: https://businessdatalab.ca/wp-content/uploads/2025/03/WomenEntrepreneurs_EN.pdf

1. [WeBC loans, training, and mentorship](#)
2. [Women Entrepreneurship Strategy \(WES\) funding](#)
3. Women-focused grants (various sectors)
4. Startup programs with barrier-reduction supports

- *Indigenous Entrepreneurs*

Indigenous people were the first entrepreneurs to ply their trades on this land and today, they create business nine times faster than non-Indigenous people. Even though the capital available to Indigenous people has increased, the gap between capital available to non-Indigenous people has also increased, and systemic barriers still make it difficult to access. Source: https://www.ccib.ca/wp-content/uploads/2020/09/large-business_english.pdf



1. [Stó:lō Community Futures](#)
2. [Lek'á:mel Economic Development Corporation](#)
3. [Indigenous Business Development Services \(IBDS\)](#)
4. [Indigenous Services Canada entrepreneurship funding](#)
5. Indigenous Women Entrepreneurs grants

- *BIPOC Entrepreneurs*

BIPOC entrepreneurs report having less access to established mentors and professional networks. They're also less likely to receive formal business education than their non-BIPOC counterparts, possibly due to language barriers. But hope and support are available to overcome these hurdles.

Source: <https://www.bain.com/insights/understanding-and-removing-barriers-to-black-entrepreneurship-in-canada/>

1. [Futurepreneur Black Entrepreneur Startup Program](#)
2. [Black Entrepreneurship Loan Fund](#)
3. Inclusive accelerators and incubators

- *Newcomer/Immigrant Entrepreneurs*

Newcomers bring strong business experience from other countries but may face unfamiliar regulatory systems in Canada. Even so, immigrants are twice as likely to start a new business than Canadian-born individuals and they create more net jobs per business. Source: <https://www.immigrantentrepreneurcanada.ca/>

- [BDC Newcomer Entrepreneur Loan](#)
- [Entrepreneurship Connections® \(Newcomer Training\)](#)
- [Immigrant Employment Council of BC \(IEC-BC\) in partnership with the BC Chamber of Commerce](#)
- [Community Futures North Fraser](#)
- [Mission Community Services](#)

QUICK LINKS



- Tools:

- Glossary of Terms
- Annual Budget Template
- Cash Flow Troubleshooting Guide

More Tools:

- Break-Even Calculator
- Pricing Strategy Worksheet
- Projection Templates

Next Steps:

- Demographic-Specific Funding Opportunities
- My Community Futures Training

DIVERSE PATHS & SECTOR SPECIFICS



- **Entrepreneurs with Disabilities**

In 2023, only 2.2% of businesses were majority-owned by persons with disabilities. A 2017 survey reported over one-fifth of Canadians aged 15 or older have disabilities so while the number of businesses in this community is growing, overall people with disabilities are significantly underrepresented on the entrepreneurship landscape.

Source: <https://www.statcan.gc.ca/01/en/plus/4773-many-canadians-disabilities-are-business-owners-gaps-remain-workforce>

1. [Community Futures Entrepreneurs with Disabilities Program \(EDP\)](#): Specialized loans, mentoring, and counseling for those with disabilities.
2. [SkillUp \(March of Dimes\)](#): Free, personalized digital skills training & access to assistive technology.
3. [Opportunities Fund for Persons with Disabilities](#): A federal program supporting training and business startup.
4. [WorkBC Self-Employment Program \(SEP\)](#): Assists BCEA clients with PWD designation to start businesses.
5. BC Accessibility Hub: Information on various grants and funding.
6. [Futurpreneur Canada](#): Offers mentoring & financing for young entrepreneurs with disabilities.

- **2SLGBTQIA+ Entrepreneurs**

It is estimated that 1 in 40 Canadian businesses are owned or operated by 2SLGBTQ+ individuals, and 57% of these businesses are sole proprietorships or one-person shops, supporting the belief that many 2SLGBTQ+ individuals turn to entrepreneurship out of necessity after dealing with discrimination in the workplace.

Source: <https://www.torontomu.ca/content/dam/diversity/reports/Access-and-Equity-for-2SLGBTQ-Businesses-in-Canada.pdf>

1. [Canadian Queer Chamber of Commerce](#): Provides a knowledge hub, funding, and a Business Scale-Up program for new or existing businesses.
2. [Queer Business BC](#): Business network offering networking, mentorship, support, and a business directory.
3. [Binary Freedom Foundation](#): Offers support services, education, and outreach, fostering inclusivity, equality, and acceptance in Mission & beyond.
4. [QueerTech](#): National organization empowering people to get into the tech industry through employment and entrepreneurship support.

- **Youth Entrepreneurs**

Youth unemployment in BC is 3% higher than the national average and half of all owners of small to medium-sized businesses will be retiring in the next decade, so preparing youth to succeed at entrepreneurship is not just necessary but also, strategic for the future of business in our province.

Source: <https://bcchamber.org/policy-search/focus-youth-entrepreneurship-2023>

1. [Futurpreneur Canada](#): Provides loans up to \$75,000 for startups & side hustles, along with mentorship and resources.
2. [Community Futures North Fraser](#): Offers support, loans, education, and resources for entrepreneurs at every stage of life.
3. [WeBC](#): Offers an unsecured joint loan of up to \$70,000 for young women.
4. [Youth Small Business Program \(Rise\)](#): Free skill-building program centered on participation, peer learning, group mentorship, & low interest loans

! *Important: Many regulated professions in BC require licensing, certification, registration, or membership in a regulatory body before you can work, offer services, or use professional titles. This applies to both local and internationally trained professionals. BC's International Credentials Recognition Act applies to 18 regulatory authorities and 29 designated professions. It aims to streamline and make fairer the credential assessment for internationally trained professionals. The Office for International Credential Recognition (OICR) oversees this process and offers resources and guidance.*

💡 Tip for Newcomers: Start your credential recognition process early, even before arrival when possible, and contact the relevant regulatory body directly for requirements and timing.

QUICK LINKS



- Tools:
- Glossary of Terms
- Regulated Professions List

More Tools:

- [Pocketed Grant Finder](#)
- [Business Benefits Finder](#)

Next Steps:

- [My Community Futures Training](#)

TOOLS, TEMPLATES, & RESOURCES



Click the link below to access each resource.

1. Mission Regional Chamber of Commerce

1. Membership & Benefits
2. Chambers Plan Group Insurance
3. New Business Survey - after you've registered your business
4. Submit an Issue for Advocacy



2. City of Mission

1. Business Licensing - Single and Intermunicipal
2. Book a Building Inspection
3. Building Permit Wait Times
4. Tenant Improvements
5. Signs



3. Community Futures North Fraser

1. Business Plan Instructions & Template
2. Business Startup Checklist
3. Cash Flow Instructions & Excel Template
4. myCommunityFutures: Education & training

4. Mission Downtown Business Association

1. Events

5. WorkBC Mission

6. Mission Community Skills Centre



Click the link below to jump to this tool page.

- How to Create your Mission & Vision Statements
- How to Build your Organizational Chart
- Customer Persona & Journey Mapping
- Pricing Strategy Development
- Glossary of Business & Startup Terminology
- FAQ

How to Create Your Company's Mission & Vision Statements

For New & Aspiring Entrepreneurs

What Are Mission & Vision Statements?

MISSION STATEMENT

What does your company do?

Your company's **core purpose**, answering:

What do we do, for whom, and why?

Focus: Today



Make them **clear, concise, and inspiring**.

VISION STATEMENT

What are your future goals?

Your company's **long-term aspirations**, answering:

What impact do we want to have?



Focus: Tomorrow

Make them **clear, concise, and inspiring**.

Why They Matter



Direction

- Guides all decisions



Motivation

- Inspires your team



Focus

- Aligns everyone



Credibility

- Appeals to investors

Step-by-Step Guide: Creating Mission & Vision Statements

1 Reflect on Your Core Purpose



Why did you start this business?

What makes you unique?

2 Imagine Your Ideal Future



What do you hope to achieve in 5-10 years?

3 Draft & Refine Statements



Keep them **clear, simple, memorable**

Helpful Tips

- ✓ **Think big**, but stay authentic.
- ✓ **Avoid jargon**.
- ✓ Use present tense for mission, future tense for vision.
- ✓ **Post** them where everyone sees them.

Common Mistakes to Avoid

- ✗ Being too vague or generic.
- ✗ Copying others' statements.
- ✗ Focusing only on money.
- ✗ Never revisiting or revising them.

Example Templates

Mission: Our mission is to [what you do], for [target audience], because [reason].

Vision: Our vision is to [goal / impact you want to achieve over X years].

How to Build an Organizational Chart (Org Chart)

For New & Aspiring Entrepreneurs

What Is an Org Chart?

A visual map that shows:



Who is involved in the business



What each person is responsible for



Who reports to whom

Even if you're solo, an org chart helps plan growth and clarify roles.

Why It Matters



Clarity

- Clear responsibilities



Efficiency

- Less missed tasks



Growth Planning

- See future roles



Professionalism

- Good for investors



Accountability

- Better decisions

Step-by-Step: Building Your Org Chart

1 List Core Functions

Operations,
Sales,
Finance,
etc.

2 Group Tasks Into Roles

Combine
related tasks

3 Decide Reporting Structure

Who reports
to whom

4 Add Names to Roles

Assign people
to roles

Tips for Early-Stage Businesses

- ✓ Start simple & plan for growth.
- ✓ Review regularly.
- ✓ Separate roles from titles.
- ✓ Include contractors too.

Common Mistakes to Avoid

- ✓ Too complex, too soon
- ✓ Focusing on people, not functions
- ✓ Forgetting finance/admin
- ✓ Never updating

Quick Reality Check

✓ Who is responsible for this task?

✓ Who has decision authority?

✓ Who do they report to?

If you can answer these, your org chart is on track!

*AI was used in the creation of this infographic.

Customer Persona Mapping

TIP: Duplicate this page to repeat the exercise for another persona.



Key Attribute

Add adjectives to describe this persona

Short Description

Add a name and representative image

Needs

Add the persona's reasons for taking this particular journey

Challenges

Opportunities

Add ways that your product or service can address the pain points

Persona 1 – Customer Experience Map

| | Awareness | Consideration | Purchase | Onboarding | Advocacy |
|--|-----------------------------------|---------------|----------|------------|----------|
| User Actions (Activities) | | | | | |
| Touchpoints (Interaction Points) | Example: Email, Website, or Store | | | | |
| Pain points (Frustrations, annoyances, or bottlenecks) | | | | | |
| Emotions (Mood Meter) | | | | | |
| Possible Solutions (How to improve the experience) | | | | | |

Launching your Pricing Strategy to Revenue Success

A step-by-step progression from cost foundation to revenue achievement



Regulatory Professions Quick Reference

Healthcare & Allied Health

| REGULATORY BODY | PROFESSION/TITLE | NOTES & REQUIREMENTS |
|--|---|---|
| College of Physicians and Surgeons of BC | Physicians / Surgeons | Must be licensed; often requires postgraduate training recognition and exams. |
| BC College of Nurses and Midwives | Registered Nurses, Nurse Practitioners, LPNs, Midwives | Must register, meet education and competency requirements. |
| BC College of Oral Health Professionals | Dentists, Dental Hygienists, Dental Technicians | Required licensure and exams. |
| College of Complementary Health Professionals of BC | Chiropractors, Massage Therapists, Naturopaths, Acupuncturists | Newer amalgamated regulator. |
| College of Health and Care Professionals of BC | Dietitians, Occupational Therapists, Optometrists, Physical Therapists, Psychologists, SLPs, etc. | Licensure required to practice. |
| College of Pharmacists of BC | Pharmacists | Must be registered/licensed. |
| Emergency Medical Assistants Licensing Board of BC (EMALB) | Paramedics / EMAs | Licensure required; defined categories of practice. |

Education & Social Services

| REGULATORY BODY | PROFESSION/TITLE | NOTES & REQUIREMENTS |
|--|---------------------------------------|---|
| Teacher Regulation Branch / BC Teachers' Council | Teachers (Professional & Conditional) | BC teacher certification required. |
| Early Childhood Educator Registry | Early Childhood Educators | Registered to work in regulated childcare roles. |
| BC College of Social Workers | Social Workers | Clinical and non-clinical social work designations. |
| BC Registered Music Teachers' Association | Registered Music Teachers | Title protection; membership required. |

Legal, Financial, & Safety

| REGULATORY BODY | PROFESSION/TITLE | NOTES & REQUIREMENTS |
|---|---------------------------------------|--|
| Law Society of BC | Lawyers | Bar admission, articling/exams required. |
| Society of Notaries Public of BC | Notaries | Licensure required. |
| Chartered Professional Accountants BC | CPAs | Professional designation and registration. |
| BC Financial Services Authority (BCFSA) | Real Estate Brokers, Mortgage Brokers | Licensing and education requirements. |
| Insurance Council of BC | Insurance Agents & Adjusters | Licensing and continuing education. |
| BC Securities Commission | Securities Industry Professionals | Regulatory oversight; licensing for certain roles. |
| Consumer Protection BC | Consumer-Facing Regulated Trades | Enforcement, permits (eg. auto repair). |
| Driver Training Industry of BC | Driving Instructor Licensing | Regulates instructors. |

Natural & Built Environment / Technical

| REGULATORY BODY | PROFESSION/TITLE | NOTES & REQUIREMENTS |
|--|---|-----------------------------------|
| Engineers and Geoscientists BC (EGBC) | Professional Engineers & Geoscientists | Must be licensed (P.Eng / P.Geo). |
| Applied Science Technologists & Technicians of BC (ASTTBC) | Applied Science Technologists (AScT), Certified Technicians (CTech) | Professional designations. |

Natural & Built Environment / Technical (Cont.)

| REGULATORY BODY | PROFESSION/TITLE | NOTES & REQUIREMENTS |
|--------------------------------------|--|--|
| Architectural Institute of BC (AIBC) | Architects | Registration and professional exams. |
| Association of BC Land Surveyors | Land Surveyors | Licensure required. |
| BC Institute of Agrologists | Agrologists & Technical Agrologists | Registered designation required. |
| BC Society of Landscape Architects | Landscape Architects | Registration. |
| College of Applied Biology | Professional Biologists & Technicians | Registered designation. |
| College of Veterinarians of BC | Veterinarians | Licensure required. |
| Forest Professionals BC | Foresters & Forest Technologists | Professional designations. |
| Technical Safety BC | Certain safety-critical trades (e.g., elevating devices) | Registration/licensing in safety-related work. |

This information is intended as general guidance for new and/or aspiring entrepreneurs and is not intended to constitute legal, financial, accounting, tax, or other professional advice, nor should it be relied upon as a substitute for obtaining professional guidance specific to your individual circumstances.

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Glossary of Business & Startup Terms



This glossary is included to make Mission: Launch clear, welcoming, and accessible for everyone. Starting a business often involves unfamiliar terms and government language, which can feel overwhelming, especially for first-time entrepreneurs or newcomers to Canada. These definitions are here to help you understand key concepts quickly and confidently, so you can focus on building your business rather than decoding jargon.

Accounts Payable (AP): Money your business owes to suppliers or vendors for goods or services you have already received but not yet paid for.

Accounts Receivable (AR): Money your customers owe your business for products or services you have already delivered.

Break-Even Point: The point at which your total revenue equals your total costs, meaning you are not making a profit yet, but you are not losing any money either.

Business Number (BN): A 9-digit federal identification number issued by the Canada Revenue Agency (CRA) that allows your business to register for tax accounts like GST/HST or payroll.

Business Structure: The legal form of your business (sole proprietorship, partnership, corporation, or cooperative). This affects taxes, liability, and paperwork.

Business License: A permit issued by a municipality (like the City of Mission) allowing you to legally operate within that area.

Cash Flow: The movement of money in and out of your business. Positive cash flow means more money is coming in than going out.

Compliance: Following laws, regulations, and industry rules that apply to your business.

Corporation: A legal entity separate from its owners that provides limited liability protection but requires more paperwork and ongoing filings.

CRA (Canada Revenue Agency): The federal government body responsible for collecting taxes and managing business tax accounts in Canada.

Equity (in business) can refer to:

- **Ownership equity:** Your share or ownership in a company.
- **Equity supports:** Programs designed to reduce barriers for underrepresented entrepreneurs.

Fixed Costs: Business expenses that stay the same each month regardless of sales (e.g., rent, insurance).

GST/HST: Goods and Services Tax / Harmonized Sales Tax. A federal tax that businesses may need to charge once revenue exceeds \$30,000 annually.

Home-Based Business: A business operated from a residence. Still often requires a municipal business license and zoning approval.

Incorporation: The legal process of forming a corporation in BC or federally.

Inventory: Products or materials your business holds for sale or production.

Liability: Legal responsibility for debts or damages. Personal liability means your personal assets could be at risk; limited liability helps protect them.

Name Request (NR): A formal application to reserve and approve a business name through BC Registries before registration.

Net Profit: The amount of money left after all expenses, taxes, and costs have been paid.

Partnership: A business owned by two or more people who share responsibility, profits, and liabilities.

Payroll Account: A CRA account needed if you hire employees or pay yourself wages through a corporation.

Privacy Laws (PIPA): BC's Personal Information Protection Act, which governs how businesses collect, store, and use personal customer or employee information.

Scaling / Scaling Up: Expanding a business's operations, revenue, staff, or markets while maintaining or improving efficiency.

Sole Proprietorship: The simplest business structure where the owner and business are legally the same entity.

Startup Costs: One-time expenses needed to launch a business (equipment, licences, website, deposits, etc.).

Variable Costs: Expenses that change depending on how much you produce or sell (materials, shipping, hourly labour).

WorkSafeBC: The provincial agency that oversees workplace health and safety and workers' compensation insurance in British Columbia.

Zoning: Municipal rules that determine what types of businesses or activities are allowed in certain areas or buildings.

Frequently Asked Questions



Starting a business can bring up a lot of questions and that's completely normal. This FAQ section is designed to provide quick, plain-language answers to common startup concerns so you can move forward with confidence and clarity.

Do I need to register my business?

Yes, most businesses must register with the Province of BC unless you are operating under your exact legal personal name as a sole proprietor. You will also need a municipal business license from the [City of Mission](#).

How much money do I need to start a business?

Startup costs vary widely. Some online or service-based businesses can start with a few hundred dollars, while retail or food businesses may require thousands. A startup cost worksheet can help you estimate realistically.

Do I need to charge GST?

You must register for and charge GST once your revenue exceeds \$30,000 in a 12-month period. You can register earlier if it benefits your business.

What business structure should I choose?

It depends on your goals, risk tolerance, and growth plans. Sole proprietorships are simplest, while corporations offer liability protection but involve more paperwork and cost.

Can I run a business from home?

Often yes, but you usually still need a municipal business licence and must comply with zoning rules. Some activities (like food production or heavy equipment use) may not be allowed in residential areas.

Do I need insurance?

While not always legally required, business insurance is strongly recommended. It protects you from unexpected costs related to accidents, property damage, or legal claims.

When should I hire employees?

Consider hiring when demand consistently exceeds your capacity and your cash flow can support payroll expenses. Many businesses start with contractors or part-time staff first.

How long does registration take?

Online registration is often completed within 1-3 business days once your name is approved. Incorporation can take slightly longer depending on complexity.

What if English isn't my first language?

Many organizations in BC offer multilingual business support, workshops, and advisors. You are not expected to navigate the system alone.

Where can I get free help?

Organizations like [Community Futures North Fraser](#), and your [local Chambers of Commerce](#) offer free or low-cost advisory services, training, and networking opportunities.

Do I need a business plan?

It's not legally required, but it is highly recommended. A business plan helps you clarify goals, estimate costs, attract funding, and reduce risk.

What happens after I launch?

After launch, focus on tracking finances, marketing consistently, gathering customer feedback, and building local connections. Growth should be gradual and data-informed rather than rushed.