



Saugeen Connects  
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**Press Release**

**Attention: Education/Youth/Economic Development**

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## **Saugeen Connects Launches 7th Annual Summer Student Start-Up Program**

Empowering Youth to Become Entrepreneurs with Grants and Training

**Neustadt, ON** – Saugeen Connects is once again igniting entrepreneurial spirit among local youth with the return of its highly successful **Saugeen Student Start-Up Program (SSUP)**. Now in its seventh year, SSUP has already helped over **308 students** take their first steps into the world of business. By offering start up funding, hands-on training, and mentorship, the program encourages students to explore self-employment over the summer months.

### **What SSUP Offers:**

SSUP is more than just funding—it's a full-fledged entrepreneurial experience designed to equip young business owners with practical skills and insights. This year, participants will benefit from workshops covering:

- ✓ **Money Matters - Basic Budgeting**
- ✓ **Wow Your Customers – Customer Service**
- ✓ **Get Noticed – Marketing Your Business**
- ✓ **Stand Out – Set Up A Winning Booth**
- ✓ **Work Smarter – AI For Business**

Eligible students can earn up to **\$450 in start-up grants**, plus any profits they generate from their business. The funding structure is designed to encourage participation and skill development:

- **\$150 Start-Up Grant** upon acceptance into the program.
- **Bonus Cash Incentives** for attending workshops and submitting deliverables.
- **\$150 Final Business Evaluation Grant** upon program completion.

Beyond the financial boost, SSUP provides young entrepreneurs with mentorship, networking opportunities, and essential business training—all invaluable assets for future success.

### **Now Accepting Applications!**

Applications for the **2026 SSUP program** are open from April 6<sup>th</sup> – May 8<sup>th</sup>. Successful applicants will be notified by **May 28<sup>th</sup>**.

If you're a youth with a business idea or a company looking to invest in the next generation of entrepreneurs, visit [www.saugeenconnects.com/youth](http://www.saugeenconnects.com/youth) or email [bobbi@sbdc.ca](mailto:bobbi@sbdc.ca) to learn more.

### **About Saugeen Connects**

Saugeen Connects is a collaborative initiative between the **Saugeen Economic Development Corporation (SEDC)** and the municipalities of **Brockton, Hanover, Minto, Wellington North, and South Bruce**. The program is dedicated to fostering economic growth, supporting youth retention and development, assisting businesses, and attracting new residents, entrepreneurs, and investors to the area.