

Where to Get More Help

Business Model

["How Companies Make Money" \(Investopedia\)](#)

["The 9 Building Blocks of a Business" \(SCORE\)](#)

["How to Start a Business in Canada: The Ultimate Guide" \(BDC\)](#)

Naming the Business

["Choosing a Business Name" \(Government of Canada\)](#)

["8 Tips for Choosing a Business Name" \(Intuit Mailchimp\)](#)

Customer Acquisition and Marketing

["Customer Acquisition: A Guide for Businesses" \(Indeed.com\)](#)

["What Is Customer Acquisition? How to Measure + Strategies" \(Hubspot.com\)](#)

["Sales and Marketing Toolkit" \(BDC\)](#)

["7 Popular Marketing Techniques for Small Businesses" \(Investopedia\)](#)

["Small Business Marketing: The Ultimate Guide" \(Forbes\)](#)

Business Structures

["Register Your Business" \(Government of Canada\)](#)

["How to Choose the Right Legal Form for Your Business" \(BDC\)](#)

Funding Sources

["Get Financing" \(BDC\)](#)

["Business Benefits Finder" \(Government of Canada/Business and Industry\)](#)

["Getting Business Support and Financing" \(Government of Canada\)](#)

["Funding Options for New Entrepreneurs and Small Business Owners" \(Forbes\)](#)

Raising funds through community engagement:

- [GoFundMe - Canada](#)
- [KickStarter - Canada](#)

Financial Health

["How to Read Financial Statements: A Manager's Guide" \(Indeed.com\)](#)

["Financial Statement Facts for Business Owners" \(SCORE\)](#)

["The Beginner's Guide to Reading & Understanding Financial Statements" \(Harvard Business School\)](#)

["Financial Statements: List of Types and How to Read Them" \(Investopedia\)](#)

Hiring Employees

["How to Hire Employees: A Step-by-Step Guide for SMB Businesses"](#) (Indeed.com)

["Hiring and Managing Employees"](#) (CRA)

["A Handbook for Hiring Employees in Canada"](#) (Merchant Growth)

["Employer Toolkit"](#) (Hire for Talent)

Small Business Taxes

["Business Income Tax Reporting"](#) (CRA)

["Checklist for Small Businesses"](#) (CRA)

["Guide to Self-employed Taxes In Canada"](#) (Wealth Simple)

Supply Chain Management

["Supply Chain Management: What Small Businesses Need to Know"](#) (Business News Daily)

["Supply Chain Management: A Modern Guide for Small Businesses"](#) (American Express)

["Supply Chain"](#) (Investopedia)

Inventory Management

["Inventory Management in Small Business: An Intro for Business Owners"](#) (Indeed.com)

["Inventory Management 101: How to Manage Small Business Inventory"](#) (Square)

["Inventory Management: Definition, How It Works, Methods & Examples"](#) (Investopedia)

["Best Inventory Management Software"](#) (Forbes)

Licences and Permits

["When Does a Business Need a Licence, Permit or Registration"](#) (BDC)

["When Do You Need a Business License In Canada?"](#) (QuickBooks Blog)

["Business Permit and Licence Information"](#) (BizPal)

["How to Register Your Business in Canada"](#) (Helcim)

Risk Management

["What Is Risk Management?"](#) (Indeed.com)

["How to Create a Complete Crisis Management Plan"](#) (BDC)

["What Is Risk Management & Why Is It Important?"](#) (Harvard Business School Online)

["Cybersecurity for Entrepreneurs"](#) (BDC)

Business Valuation and Closure

["Business Valuation: 6 Methods for Valuing a Company"](#) (Investopedia)

["Business Valuation Rules"](#) (SCORE)

["How to Value a Business for Sale"](#) (LinkedIn)

["Valuation Overview"](#) (Corporate Finance Institute)

["How to Prepare the Next Generation to Run the Family Business"](#) (Harvard Business Review)