



ANNUAL REPORT | 2017

« From idea to success »





FINANCED BUSINESS / Matletik Inc.

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A WORD FROM THE MANAGEMENT

We are pleased to present to you the 2017 Annual Report of PME MTL Centre-Ouest which highlights our achievements and the impact of our actions on the development of businesses in the Ahuntsic-Cartierville and Saint-Laurent boroughs, the cities of Côte-Saint-Luc and Hampstead, and the towns of Montreal West and Mount Royal.

The year 2016 was one of transition and organization. The year 2017 promised some stability and continued development of our services throughout our territory. Ultimately, 2017 proved to be a year of change, with the departure of many key internal resources and the arrival of new recruits. Despite this upheaval, we had a record year in terms of assisting with the pre-startup and startup of businesses, with more than 500 entrepreneurs benefiting from the expertise of our team of consultants. However, this strong demand for startup assistance limited somewhat our actions with regard to existing businesses.

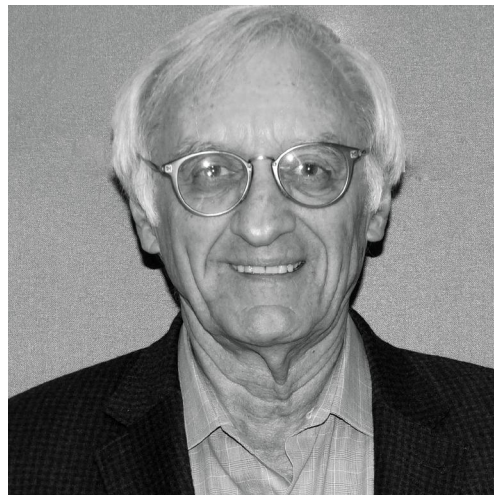
Approximately \$2 million in loans and grants went to support the projects of close to 40 businesses in our territory. These financings helped generate investments of more than \$6 million, while contributing to the creation or maintenance of 179 jobs.

For its part, our job placement service was involved in the hiring of close to 180 job seekers in our territory and helped more than 40 employers fill their staffing needs.

Wishing to provide entrepreneurs with quality service, we are pleased to note that more than 85% of those who receive guidance from our consultants say they are satisfied or very satisfied with their experience. Already known for our business startup assistance, we will redouble our efforts in 2018 to help with the development of existing firms to effectively support their growth.

From our entrepreneurs, whose success creates collective wealth, to our directors, the members of the different investment committees, and our team of professional experts, all of us together contribute to the development not only of Centre-West, but all of Montreal.

Luc Lacharité
Marc-André Perron

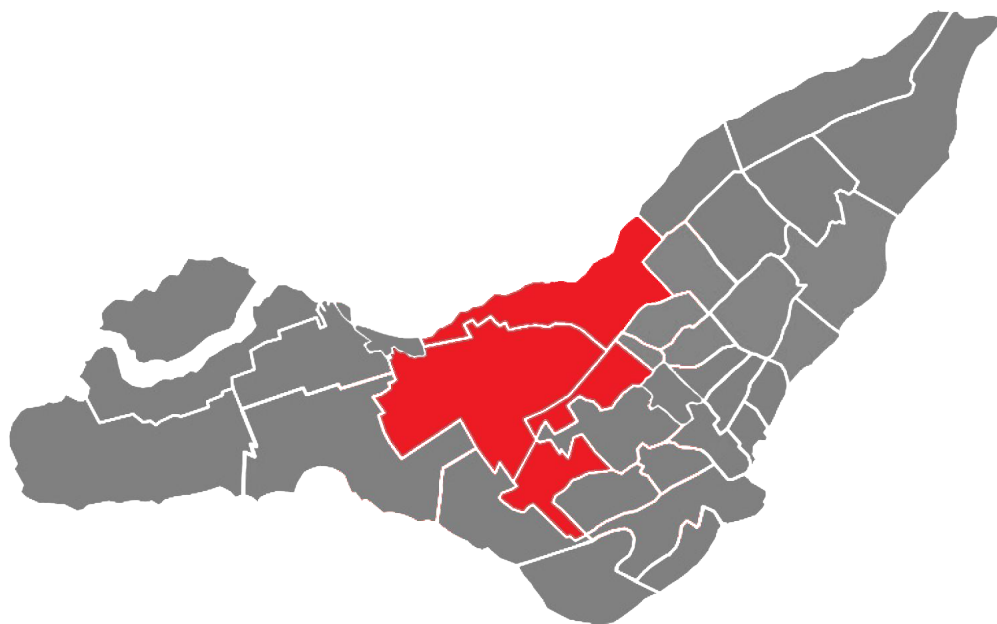


LUC LACHARITÉ
Chairman of the Board of Directors



MARC-ANDRÉ PERRON
Executive Director

PROFILE OF PME MTL CENTRE-OUEST



TERRITORY

- Ahuntsic-Cartierville
- Saint-Laurent
- Côte-Saint-Luc
- Hampstead
- Montreal West
- Mont-Royal

AN IDEAL LOCATION

Covering close to 85 km², the Centre-West territory is well suited to the development of innovative and diverse projects.

Near the airport and crisscrossed by major roads, the territory is centrally located and accessible to Montreal workers and entrepreneurs alike.

- 285,000 residents
- 43% of the population have an immigrant background
- 12 400 businesses
- 196 000 jobs, representing 16% of all jobs in Montreal
- 33% of Montreal's manufacturing jobs
- 36% of Montreal's wholesaling jobs

MISSION

Front-line players in helping entrepreneurs launch and grow their business, PME MTL Centre-Ouest's experts offer coaching, training and financing for private-sector and social-economy entrepreneurs in its territory.

OBJECTIVE

To foster the startup and growth of viable businesses that generate wealth and jobs in our territory.

PME MTL CENTRE-OUEST SERVICE OFFER

BUSINESS SERVICES

SUPPORT

- Business startup and development advisory services
- Recruitment and human resources management assistance
- Business mentoring
- Networking and specialized activities

FINANCING

Five investment funds, diverse and tailored to the needs of Montreal entrepreneurs, are levers that support the startup and development of businesses and that help maintain jobs in the territory.

**FONDS PME MTL & FLS
CRÉAVENIR**

**FONDS DE DÉVELOPPEMENT
DE L'ÉCONOMIE SOCIALE**

**FONDS JEUNES
ENTREPRISES**

JOB PLACEMENT SERVICE

JOB PLACEMENT SERVICE

- Network of top employers
- Individual meetings and personalized follow-up for candidates
- Skill analysis and LinkedIn profile optimization
- Coaching for interviews

RECRUITMENT SERVICE FOR BUSINESSES

- Sharing of human resources best practices
- Promotion of employer brands
- Talent recruitment
- Dissemination of job offers to a pool of potential candidates

7

EXPERTS

2400

HOURS OF SUPPORT

5

INVESTMENT FUNDS

175

JOB PLACEMENT

47

PARTNER BUSINESSES

PME MTL CENTRE-OUEST'S TEAM OF EXPERTS



Marc-André Perron
Executive Director



Christian Bélanger
Assistant Executive Director



Andrée Lyne Allaire
Administrative Manager



Marie-Odile Ninot
Office Clerk



Mélissa Le Royer
Communications Consultant



Coralie Cressent
Business Consultant



Stéphanie Airaud
Business Consultant



Michel Bernard
Project Manager and
Management Consultant



Nagui Naoum
Project Manager and
Management Consultant



Sandrine Cohen
Business Consultant



Robinson Moïse
Financial Analyst



Jacques Drolet
Human Resources
Consultant



Daisy Romero
Human Resources
Consultant

BUSINESS SERVICES BY THE NUMBERS



38

BUSINESSES
FINANCED

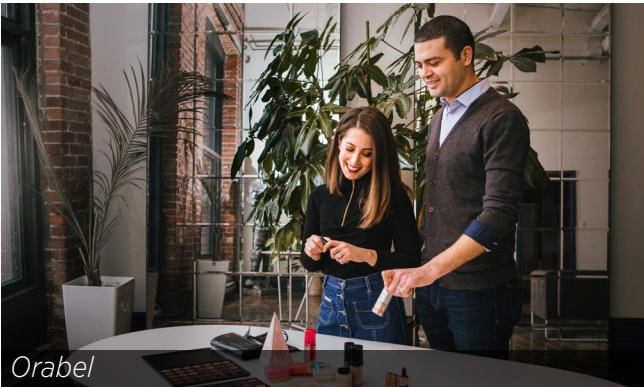


27

INFORMATION
SESSIONS

1 959 000 \$

IN LOANS, GRANTS AND PRIZES



646

BUSINESSES
SUPPORTED



179

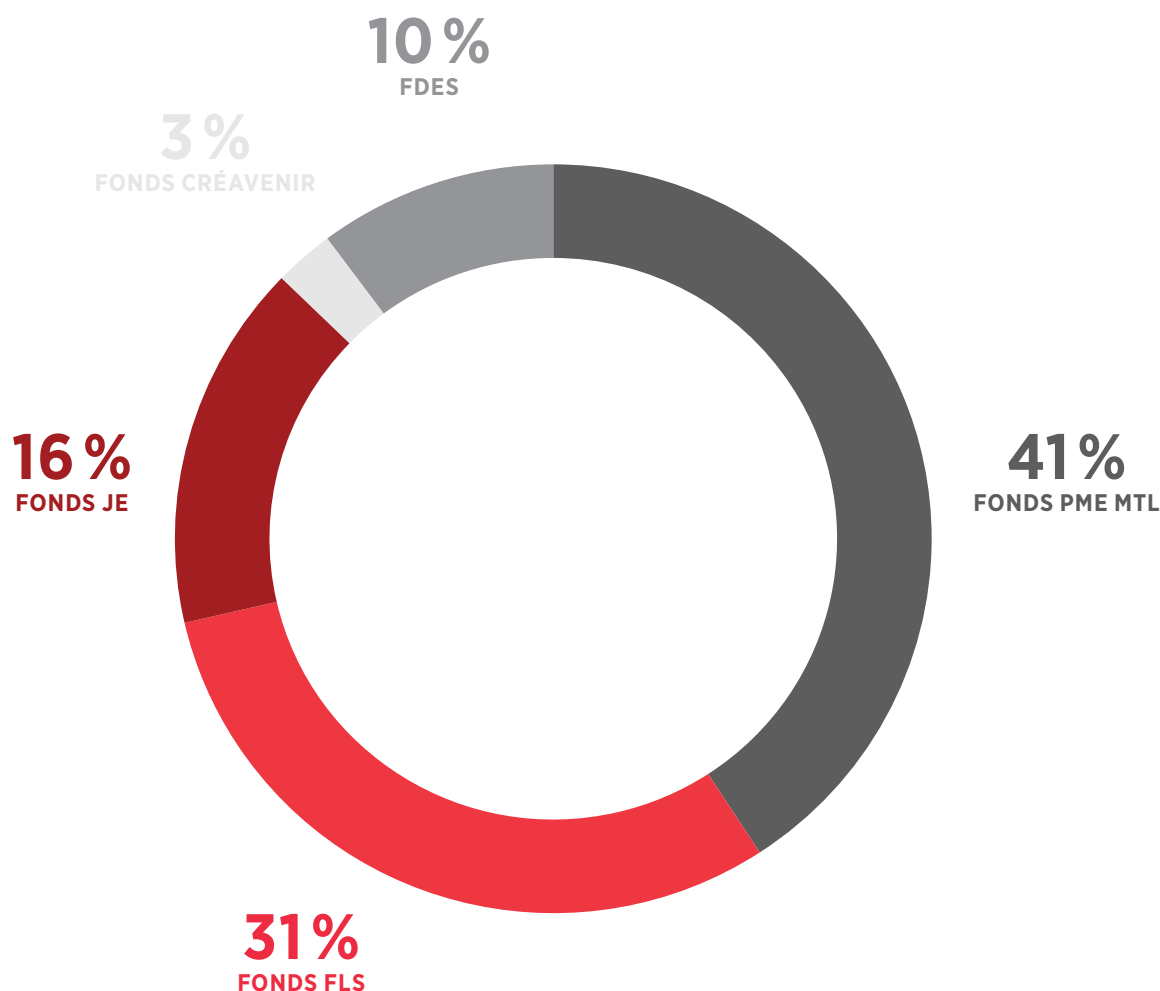
JOBS CREATED OR
MAINTAINED



6M\$

LEVERAGE GENERATED BY
OUR FINANCINGS

BREAKDOWN OF FINANCING SOURCES – 2017



This program, offered jointly with Desjardins, is for young entrepreneurs under age 35 who are just starting out. The financing granted under the **CRÉAVENIR** program must be combined with a loan from the Fonds PME MTL. It can be considered a personal investment, thus helping entrepreneurs to obtain financing from other sources.



The **Fonds de développement de l'économie sociale** (social economy development fund) supports social economy initiatives, at all stages of development.



The **Fonds PME MTL** is primarily involved in helping businesses obtain funding. One of the purposes of the financing granted by PME MTL Centre-Ouest is to provide businesses with the working capital they need to successfully carry out their business projects



The **Fonds local de solidarité Montréal** (local solidarity fund) supports startups and growing companies and helps maintain jobs in Montreal, like the Fonds PME MTL.



The **Fonds Jeunes Entreprises** (young business fund) is dedicated to budding entrepreneurs. It supports viable businesses by offering them financial assistance to help with startup or growth.

LIST OF FINANCED BUSINESSES

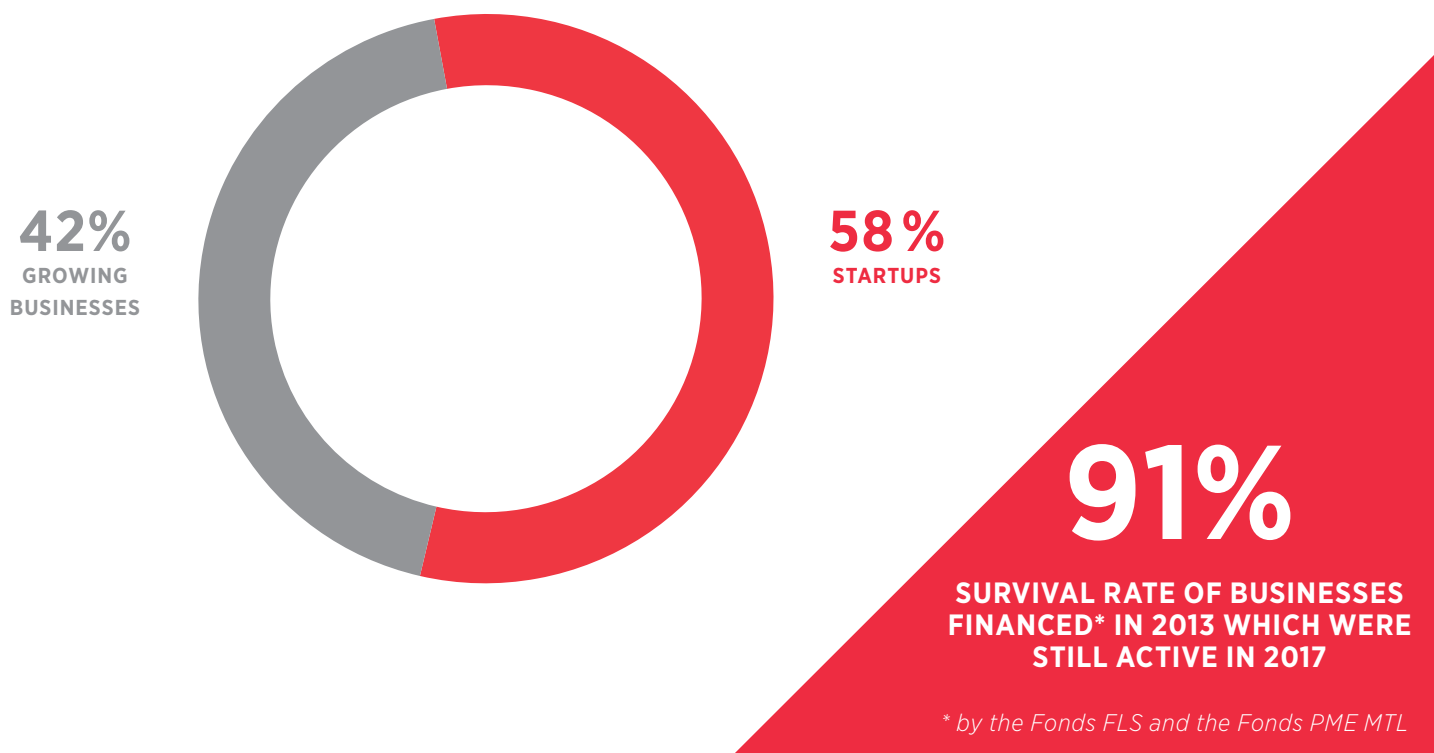
<u>ORABEL</u> Software and applications	Online sale of cosmetics that are not or little available in Canada but that are well known on the U.S. or European markets.
<u>MATLETIK INC.</u> Garment manufacturing	Design and manufacture of sportswear specially designed for pregnant women, offering maximum comfort and a modern look.
<u>MAIN & LOCAL</u> Wholesaling	Design and manufacture of original souvenirs and gifts inspired by big Canadian cities.
<u>PERSIENNES DESIGN</u> Manufacturing	Design and manufacture of high-end, customized and eco-friendly decoration products.
<u>PURPLE LUXE</u> Garment manufacturing	Creation and manufacture of premium cufflinks and deluxe accessories for women.
<u>SALON ATLAS</u> Manufacturing	Creation, restoration and repair of furniture and Morocco-inspired decors for both individuals and businesses.
<u>MARCHÉ AHUNTSIC-CARTIERVILLE</u> Retailing	NPO* that promotes access to fresh fruits and vegetables for borough communities that are poorly served by conventional grocery stores.
<u>LES SERRES DU DOS BLANC</u> Food processing	NPO that produces organic fruits and vegetables grown in urban greenhouses, to give local customers direct access to quality products.
<u>SIGNATURE MATERIALS</u> Wholesaling	Assessment with the customer of the materials and equipment required to carry out a project and supply of same.
<u>FRO INC.</u> Software and applications	Platform that enables customers to easily find hairdressers specializing in “African” styles.
<u>VALEGOO VALET</u> Software and applications	Simple and safe application that offers an innovative solution to parking problems in downtown Montreal with an affordable valet service.
<u>TECHNOLOGIES LABR</u> Software and applications	Mobile application used by entrepreneurs and construction workers to manage offers by the former and availability of the latter.
<u>VENTE MTL</u> Software and applications	Acquisition and analysis of sales data in order to offer merchants a personalized, customer profile-based marketing plan.
<u>AERA PARKING</u> Software and applications	Mobile application that facilitates the sharing of residential parking spaces by managing owner supply and motorist demand.
<u>MANGO SOFTWARE</u> Software and applications	Multi-service offer in the web field, from design and development to logo creation and multi-media presentations.
<u>À LA CARTE MEDIA INC.</u> Technological and technical products	Set-up of kiosks to enable individuals to sell their used cell phones. The firm acts as an intermediary between the sellers and the company that buys the used phones to refurbish them.
<u>ROBY PRODUCTS</u> Technological and technical products	Invention of a patented system that absorbs, with negative pressure, 100% of toilet and urinal odours.
<u>VIELUX DESIGN INC.</u> Services	Turnkey lighting services, from design to installation, including space management, theme design and manufacture.

<u>FALCON COMPOSITES INC.</u> Manufacturing	Manufacture of high-performance composite bicycle wheels, using a unique production process.
<u>TREBUCHET</u> Software and applications	Production of video games and design of virtual reality content. Assistance services to help businesses develop their own content.
<u>NECTAR BUZZ</u> Technological and technical products	Minimalist technology used to monitor beehive health without disturbing the bees, by reducing invasive inspections.
<u>TECHNOLOGIES STEAMOVAP</u> Manufacturing	Design and manufacture of adiabatic humidifiers and coolers (no heat exchange with the surrounding environment) for the HVAC (heating ventilation and air conditioning) market.
<u>CELLIER DOMESTICUS</u> Technological and technical products	Development and sale of technology products for the online and remote monitoring and adjustment of cellar temperature and hygrometry.
<u>ALIPIX PRODUCTIONS</u> Services	Commercial photography studio specializing in the production of images for food industry publications.
<u>CLINIQUE PODIATRIX</u> Services	Professional foot care services with a human and friendly touch for customers of all ages.
<u>BOIS URBAIN</u> Manufacturing	Socio-professional integration firm in the field of cabinet making, which stands out for both the quality of its social integration work and the excellence of its products.
<u>MUSÉE DE L'IMPRIMERIE</u> Recreation, culture, sports	NPO that educates the general public on the history of printing and its influence on the development of Québec culture.
<u>MON NOUVEAU BERCAIL</u> Services	NPO that offers welcome and orientation services to new arrivals to facilitate their settlement in Québec.
<u>ALIMENTS OH LA LA</u> Food processing	Production of gluten-free, corn- or plantain-based cookies and flatbreads, using recipes that are very popular in Latin America.
<u>AUTOUR DU POT</u> Retailing	Home-made prepared meals, seasonings and condiments ready for takeout in recyclable glass containers. Customers can also enjoy coffee and pastries in a bistro setting.
<u>COLD PRESSED MONTREAL</u> Food processing	Bottling and pascalization of juices produced by commercial businesses.
<u>LUXIA KOMBUCHA</u> Food processing	Manufacture and commercialization of a Canada eco-certified organic product made without preservatives and available in many unique flavours.
<u>MON CHEF SOUS VIDE</u> Food processing	Development of an innovative food cooker and meals that can be prepared with it.
<u>AKITIG</u> Food processing	Sowing of logs with shiitake mushrooms.
<u>SEVASYL FOODS</u> Food processing	Manufacture and commercialization of a range of traditional Armenian products.
<u>LA FOURMI VERTE</u> Food processing	NPO that recovers, preserves or processes food that would normally go to waste.
<u>SCF EXHIBITS</u> Manufacturing	Innovative, economical and ecological exhibit stands.
<u>UNITÉ 45</u> Recreation, culture, sport	Outdoor exercise centre.

STAGE OF DEVELOPMENT OF FINANCED BUSINESSES

PME MTL Centre-Ouest supports both startups and growing businesses. In 2017, out of 345 supported businesses, 38, or 11%, received financing. Of these, 22 were startups and 16 were growing businesses.

BREAKDOWN OF FINANCED BUSINESSES ACCORDING TO THEIR STAGE DEVELOPMENT



SPOTLIGHT ON... FALCON COMPOSITES INC.

- Private business
- Startup
- Borough of Saint-Laurent
- Manufacturing
- Jobs created: 3

Financing :    

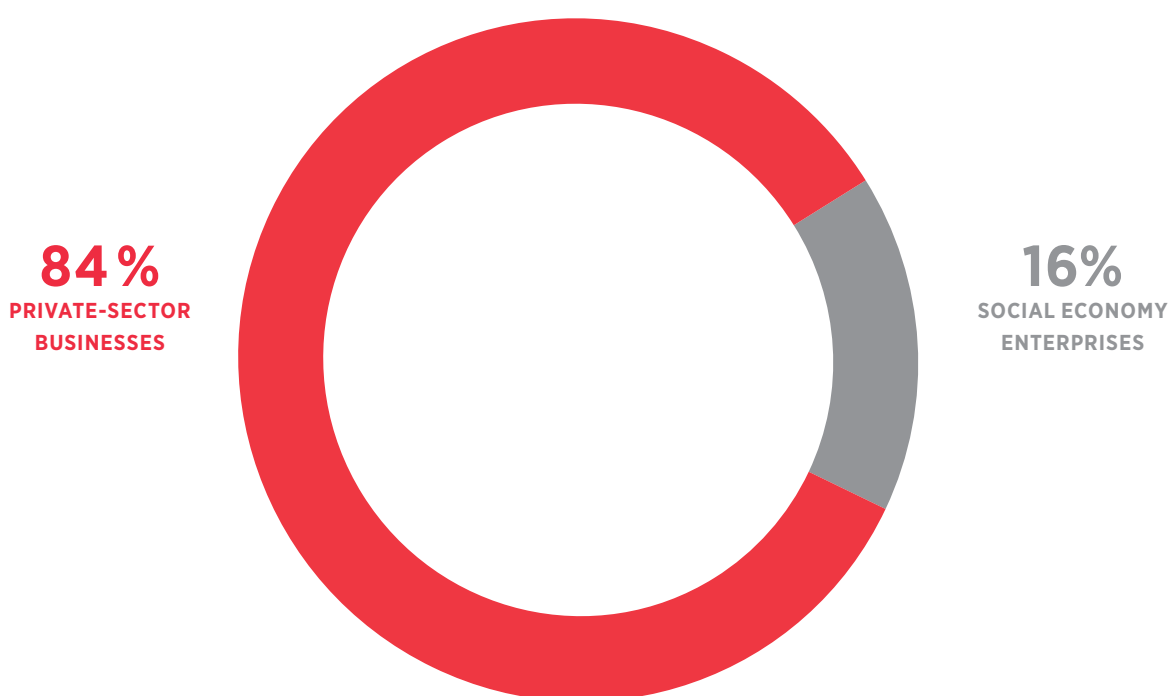
Founded by two young entrepreneurs with a passion for cycling, Falcon Composites is a firm that manufactures high-performance composite bicycle wheels using a unique production process. All Falcon Composites wheels are designed, manufactured and assembled in Montreal.



PROFILE OF FINANCED BUSINESSES

PME MTL Centre-Ouest supports private-sector businesses and social economy enterprises. A total of six social economy enterprises received financing in 2017.

BREAKDOWN OF FINANCED BUSINESSES ACCORDING TO THEIR PROFILE



SPOTLIGHT ON... LA FOURMI VERTE

- Social economy enterprise
- Startup
- Borough of Ahuntsic-Cartierville
- Food processing
- Jobs created: 13
- Financing : 

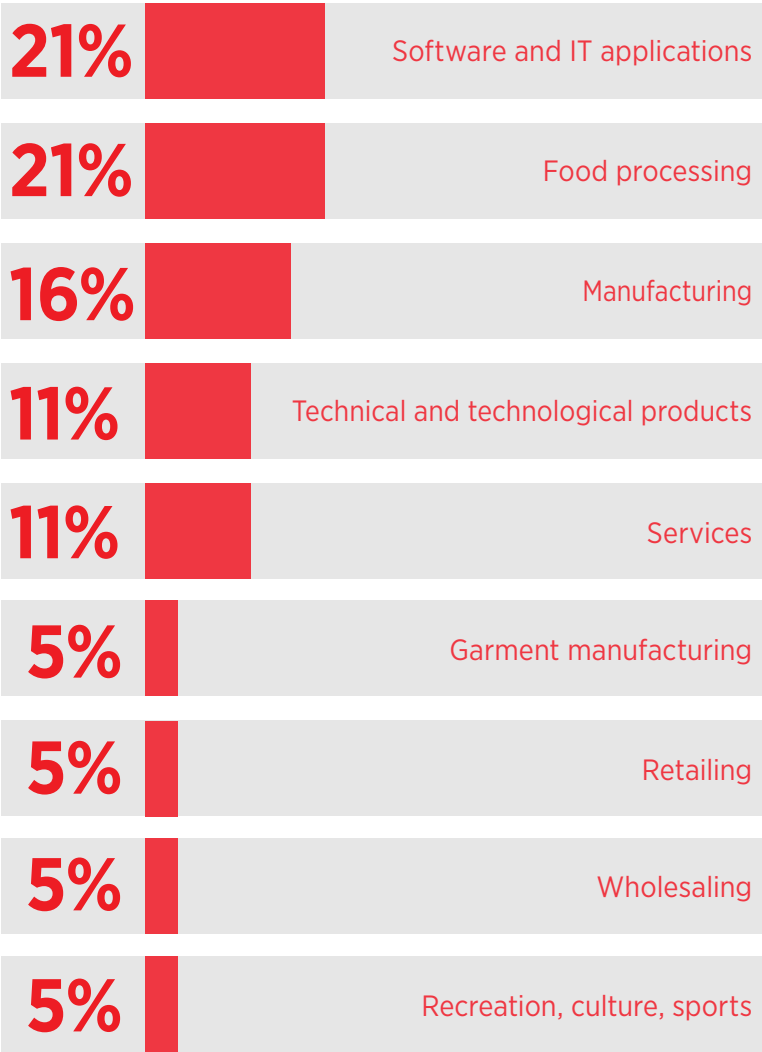
A non-profit organization dedicated to combating food waste and food insecurity, La Fourmi Verte recovers, processes and preserves food that would have been thrown out. It works with La Corbeille Bordeaux- Cartierville to recover certain foods from local producers. A future partnership is conceivable between Marché Ahuntsic-Cartierville and Les Serres du Dos Blanc, a NPO that is also financed by our organization.



Andrew Liberio, founder of La Fourmi Verte

INDUSTRIES OF FINANCED BUSINESSES

The businesses supported by PME MTL Centre-Ouest work primarily in software and IT applications, food processing and manufacturing.



SPOTLIGHT ON... NECTAR BUZZ

- Private business
- Startup
- Borough of Ahuntsic-Cartierville
- Technical and technological products
- Jobs created: 3
- Financing :

Nectar Buzz: Technologies that bring beekeepers and their bees closer together.

With its technology, Nectar Buzz helps beekeepers raise magnificent bees.

Its minimalist approach reduces invasive inspections, with a management platform that allows for real-time monitoring of hive health without disturbing the bees. The firm helps beekeepers tend to their bees in a timely manner with a bee-friendly technology.



BUSINESS SERVICES ACTIVITIES

EVENTS

- The OSEntreprendre Challenge

The OSEntreprendre Challenge is the oldest entrepreneurship competition in Québec. In 2017, some 1,100 entrepreneurs from throughout Québec competed at three levels – local (the six PME MTL areas), then regional (the island of Montreal), and finally provincial (the 17 “regions” of Québec) – in eight business categories. PME MTL Centre-Ouest organized the local competition and coordinated the regional final in which more than 300 Montreal entrepreneurs participated. The local challenge saw nine entrepreneurs from our area make it to the regional selection, three of whom were selected for the final in Québec City. Valérie Munger and Silvia Gallo, the two founders of **Matletik Inc.**, won the top provincial prize of \$10,000 in the Manufacturing category.



OSEntreprendre Challenge winners

- The first edition of Apéro Réseau

The first edition of Apéro Réseau was held on November 15, 2017, during International Entrepreneurship Week. A great opportunity for a gathering of all the entrepreneurs supported by the six areas of the PME MTL network. A total of more than 200 entrepreneurs participated in the event, 17% of whom were from the Centre-Ouest area.



Apéro-Réseau gathering at Livart

ACTIVITIES

74

PARTICIPATIONS IN PARTNER
NETWORKING ACTIVITIES IN
OUR TERRITORY.



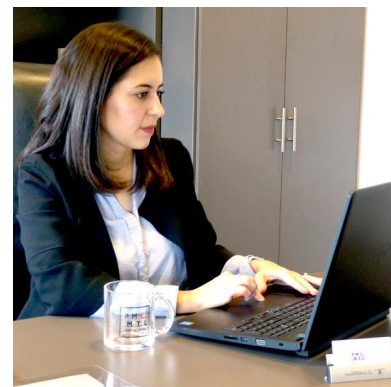
Photo illustrating our weekly presence at Technoparc Montreal

JOB PLACEMENT SERVICE STATISTICS

Data compiled for the period July 1, 2016 to June 30, 2017 under an agreement with Emploi-Québec.



292
JOB CANDIDATES



175

CANDIDATES PLACED

41

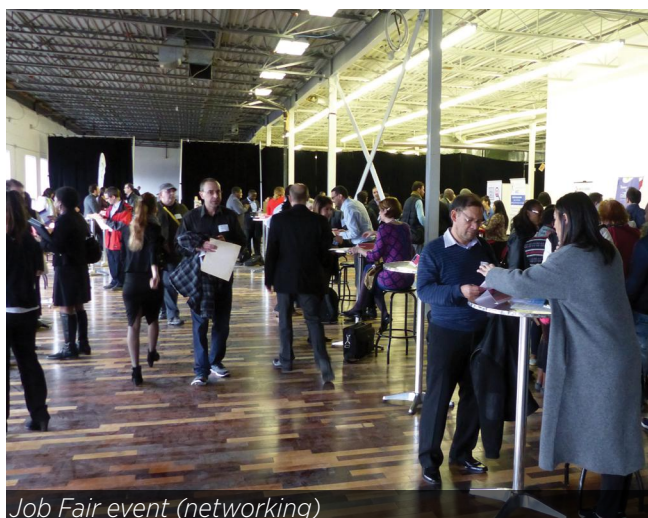
INFORMATION SESSIONS



Job Fair event (panel)

47

PARTNER
BUSINESSES



Job Fair event (networking)

JOB FAIRS

On Wednesday, May 3, 2017, more than 220 job candidates and close to 30 exhibitors and partners were on hand at 1350 Mazurette Street for the Job Fair organized by PME MTL Centre-Ouest in collaboration with La Table de l'Employabilité d'Ahuntsic-Cartierville.

The event was a chance for job seekers in our territory to network, with the possibility of recruitment. Participating businesses were mostly from the borough of Ahuntsic-Cartierville. Employment support, assistance and integration services were also offered to the job applicants.

The event offered many applicants an exclusive opportunity to test their candidacy with the employers present.

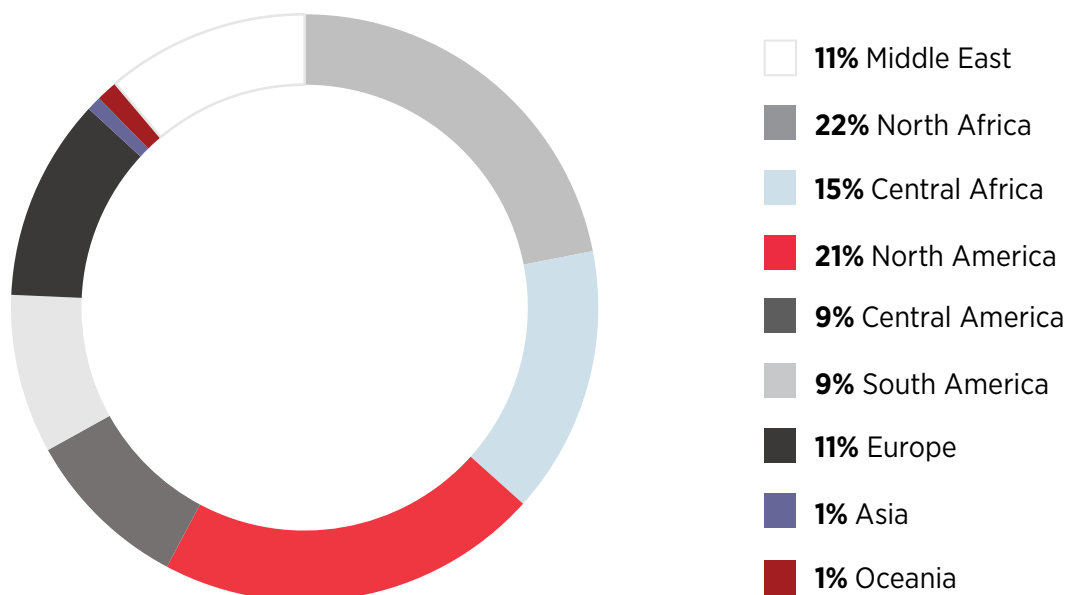
PROFILE OF JOB CANDIDATES IN OUR TERRITORY

The majority of the job candidates who used the PME MTL Centre-Ouest job placement service in 2017 were women. The wide variety of countries of origin of our candidates testifies to the great cultural diversity of our territory.

BREAKDOWN OF APPLICANTS BY GENDER



BREAKDOWN OF APPLICANTS BY CONTINENT OF ORIGIN



BOARD OF DIRECTORS

As a non-profit organization, PME MTL Centre-Ouest is managed by a board of directors. Composed of territory representatives, the Board ensures the smooth functioning of the Centre-Ouest area.

- Socioeconomic community

LUC LACHARITÉ

Chairman - Mont-Royal

MICHEL DESBIENS

Vice-Chairman - Saint-Laurent

JEAN-FRANÇOIS HAREL

Secretary-Treasurer - Ahuntsic-Cartierville

KATHERINE KORAKAKIS

Director - CSL/Hampstead/MO

MARIA XIMENA FLOREZ

Director - Saint-Laurent

LAV CRNOBRNJA

Director - Saint-Laurent

ANNICK DUFRESNE

Director - Ahuntsic-Cartierville

ISABELLE PÉAN

Director - Ahuntsic-Cartierville

DONALD BOISVERT

Director - Ahuntsic-Cartierville

- Non-voting members

MARTINE ETHIER

Team Leader, Entrepreneurship Division
Economic Development Department
Ville de Montréal

MARC-ANDRÉ PERRON

Executive Director
PME MTL Centre-Ouest

- Elected officials

MICHAEL GOLDWAX

Municipal Councillor
Hampstead

JONATHAN LANG

Municipal Councillor
Mont-Royal

ALAN DE SOUSA

Mayor
Borough of Saint-Laurent

ÉMILIE THUILLIER

Mayor
Borough of Ahuntsic-
Cartierville

MAIN PARTNERS





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