



Annual Report 2018



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A word from the Chairman of the Board and the Executive Director



A vast territory situated in the middle of the island of Montréal, Centre-Ouest is bustling with businesses in various industries (manufacturing, life sciences, technology, retail, etc.) offering a **wealth of economic development opportunities for entrepreneurs**. Composed of industrial areas, notably in Saint-Laurent and Mont-Royal, neighbourhood commercial arteries as well as employment areas undergoing redevelopment such as the Chabanel district, Centre-Ouest is a place where everyone can flourish and achieve their full potential.

In 2018, business leaders and entrepreneurs in our territory continued to boldly move forward and innovate to grow their SMEs and/or bring their new ideas to fruition.

Each day, our organization works by their side to guide them and help them achieve their projects.

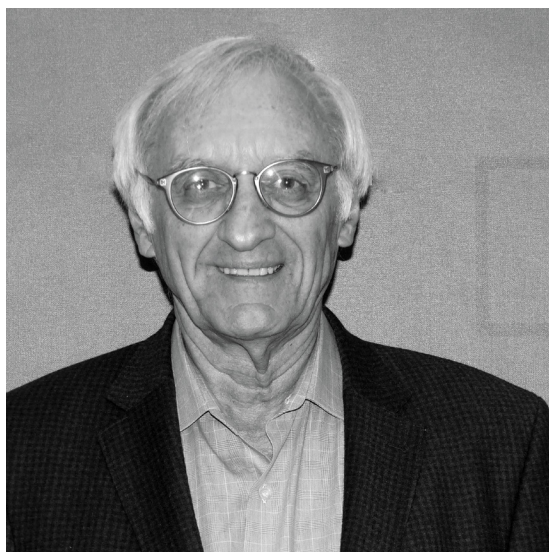
Over the past year, we worked to improve our approach and positioning in order to better meet the needs of businesses. By putting in place a strategy based on prospecting and direct solicitation of entrepreneurs, we were able to intervene closer to their reality, better understand their activities and their needs, and thus become more efficient.

In all, close to 500 businesses benefited from our services over the past year and more than \$3 million was invested in their projects.

These investments, generating **leverage of more than \$8 million** in our territory, enabled us to support both startups and growing small and medium-sized businesses to help them become the big businesses of tomorrow.

We thank the Ville de Montréal for its support in carrying out our mission and we salute its strategic plan announced in spring 2018 which, in addition to confirming the key role of the PME MTL Network in entrepreneurial development and support, strengthens our six organizations by enhancing both our technical and our financial service offer.

Lastly, we salute the expertise and unflagging efforts of our team of professionals, as well as the collaboration of the members of the Board of Directors and of the different committees without whom we could not achieve such results. We sincerely thank them for their commitment and their dedication.



Luc Lacharité,
Chairman of the Board



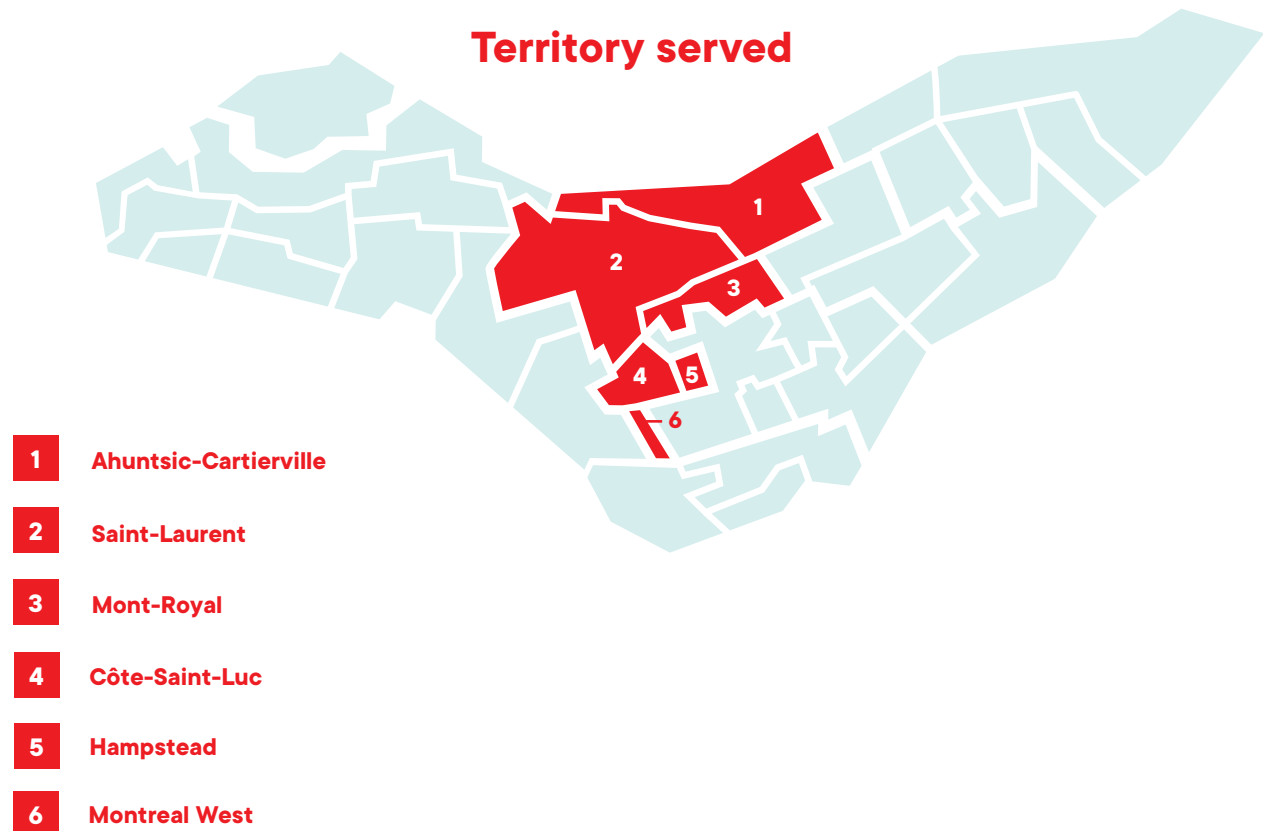
Marc-André Perron,
Executive Director



Quartier des générations



Profile of PME MTL Centre-Ouest



An ideal location

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

Near the airport and crisscrossed by major arteries, the territory is centrally located and accessible to Montréal 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 Montréal
- 33% of Montréal's manufacturing jobs
- 36% of Montréal's wholesaling jobs

Mission

PME MTL Centre-Ouest offers a host of professional services to private and social economy entrepreneurs in the boroughs of Ahuntsic-Cartierville and Saint-Laurent and the towns of Côte-Saint-Luc,

Hampstead, Montreal West and Mont-Royal. From startups to growing businesses, PME MTL's professionals advise and coach business project creators and managers in all the development phases of their business.

Objective

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

Services offered to businesses

Coaching

- Coaching and advisory services for businesses in the startup, growth or transfer/succession phase
- Conferences and networking activities
- Partner contact facilitation
- Business mentoring

Financing

We have five diverse investment funds tailored to the needs of entrepreneurs whose purpose is to foster entrepreneurship and promote access to capital for both startups and growing businesses.

These funds are levers that support the financing and development of these business and that generate jobs in the territory.

The funds:

- Fonds PME MTL
- Fonds Locaux de Solidarité Montréal
- Fonds Jeunes Entreprises
- CRÉAVENIR
- Fonds de développement de l'économie sociale

Job placement service

Candidate coaching

- Résumé optimization
- LinkedIn profile enhancement
- Job interview prep, advice and tips
- Candidate introduction to employers

Recruitment for businesses

- Dissemination of job offers to a pool of potential candidates
- Promotion of employer brands
- Access to a bank of potential candidates



COCLA



Marmott Énergies inc.

2018 Results

18
information
sessions

430
businesses
coached

46
financed
businesses

M\$2,9
in loans



Arioum Chocolats

\$593,357
in grants



Quench

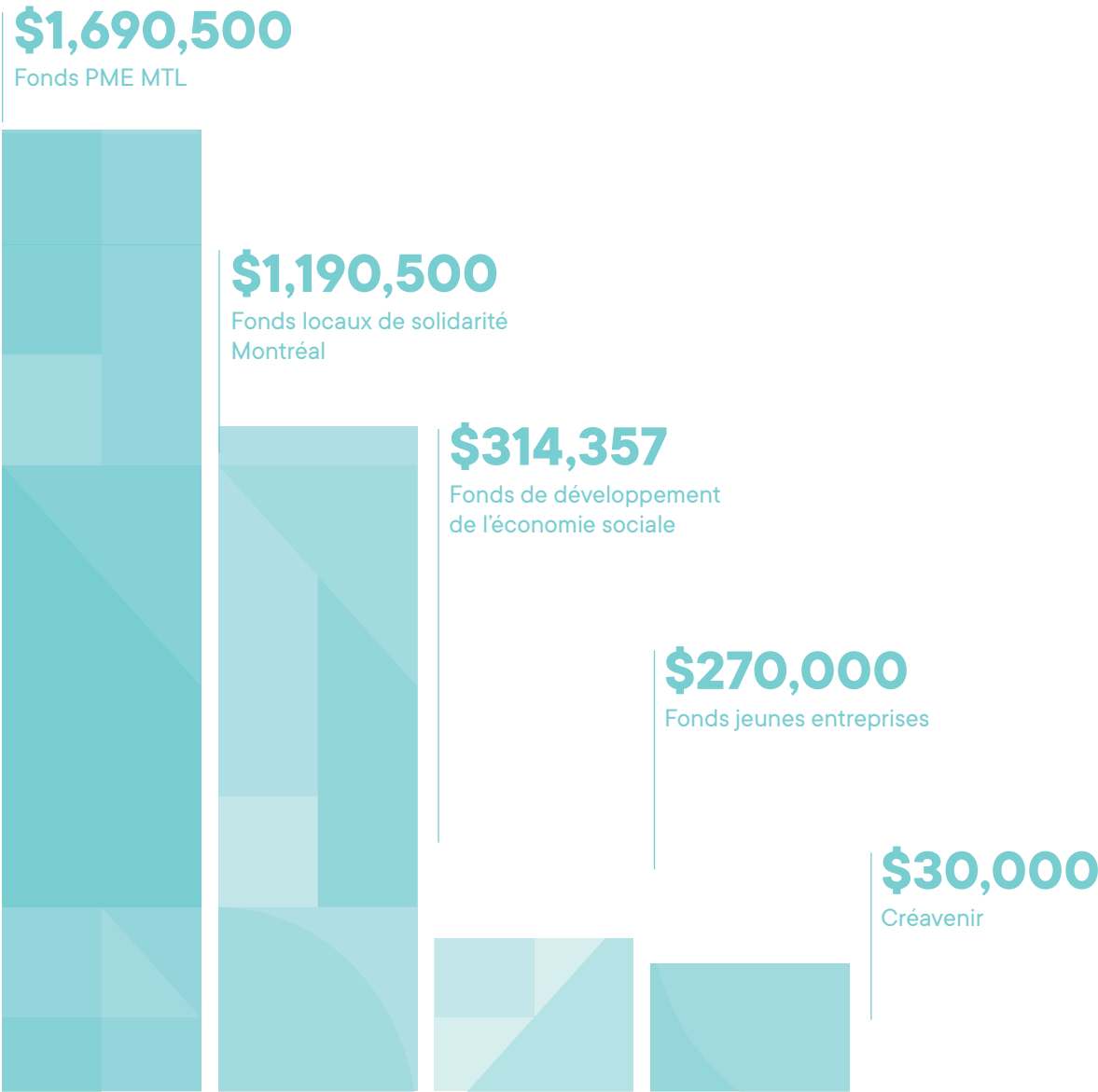
more than
M\$8
in leverage generated



Orabel Inc.

234
jobs created
or maintained

Financing breakdown



3 495 357 \$
in loans and grants

Financed businesses

Ahuntsic-Cartierville

8lack / Noir
8lackofficial.com

PME FLS JE

Leeep Cold Brew
leeepcoldbrew.com

PME FLS JE

Apropoz Distribution inc.
indygena.com

PME FLS

Marché Ahuntsic-Cartierville
marcheac.com

FDÉS

Arioum Chocolats
Arioum Chocolats (Facebook)

PME FLS JE

Mobilier de Gaspé
degaspe.ca

PME FLS JE

Arteluthe
arteluthe.ca

PME FLS

Musée de l'imprimerie du Québec
museeimpression.org

FDÉS

Bois Urbain
boisurbain.org

FDÉS

Nil Apparel
nilapparel.com

PME FLS JE CRE

La Cantine pour tous
lacantinepourtous.org

FDÉS

Quartier des Générations
quartierdesgenerations.org

FDÉS

Coop Capé
cape.coop

FDÉS

GreenBot
Greenbot (Facebook)

PME FLS JE

Coop Belvédère
coopbelvedere.com

PME JE FDÉS

NanoGrande
nanogrande.com

PME FLS JE

Coop Raccourci
raccourci.ca

FDÉS

**Site Louvain
(Solidarité Ahuntsic)**

FDÉS

D'armes lumineuses
darmes.ca

PME FLS JE CRE

Distribution Outpest inc.
outpest.com

PME FLS JE

Les Tricoteuses du Quartier
ecoledetricot.com

PME FLS JE

En Mode Affaires
enmodeaffaires.com

PME FLS JE

GéoGénie environnement
immoproof.ca

PME FLS JE

“Thanks to PME MTL, Capé has strengthened its organization and is returning to growth on a solid foundation.”

– Coop Capé

CRE	CRÉAVENIR	JE	Fonds Jeunes Entreprises	PME	Fonds PME MTL
FDES	Fonds de développement de l'économie sociale	FLS	Fonds locaux de solidarité Montréal		

Saint-Laurent

Birdz Children & Co inc. birdzchildren.com	PME	FLS	JE	CRE
Dalla Corte dallacorte.ca			PME	FLS
Delta Chem Canada inc. deltachemcanada.com	PME	FLS	JE	
ESTOA inc. estoa.co	PME	FLS	JE	
Ferme Alto fermealto.com	PME	FLS	JE	
Les Fermes Aquaverti aquaverti.ca	PME	FLS	JE	
Groupe BBLÜV Inc. bbluvgroup.com		PME	FLS	
Jeane & Jax (Modes style 211 Inc.) jeaneandjax.com		PME	FLS	
Quench quenchclub.ca	PME	FLS	JE	
Persienne Design persiennedesign.com		PME	FLS	

Côte-Saint-Luc

Coop Sportive Santé powergygmtl.com				FDÉS
Orabel inc. orabel.ca	PME	FLS	JE	

Mont-Royal

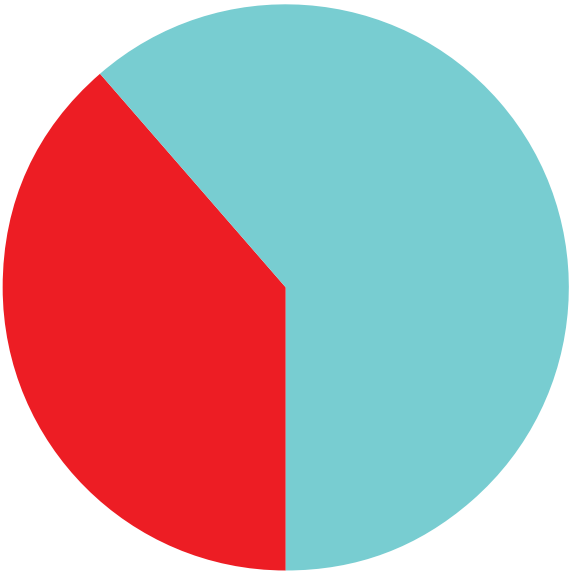
Groupe immobilier Vous Loger vousloger.ca	PME	FLS	
Marmott énergies inc. marmottenergies.com	PME	FLS	
Nesting Safe inc. turtle nesting safe (Facebook)	PME	FLS	JE

“With the financing received from PME MTL, we’ll be able to install more geothermal systems for commercial and residential buildings.”

– Marmott énergies inc.

Stages of financed businesses

43%
Startups



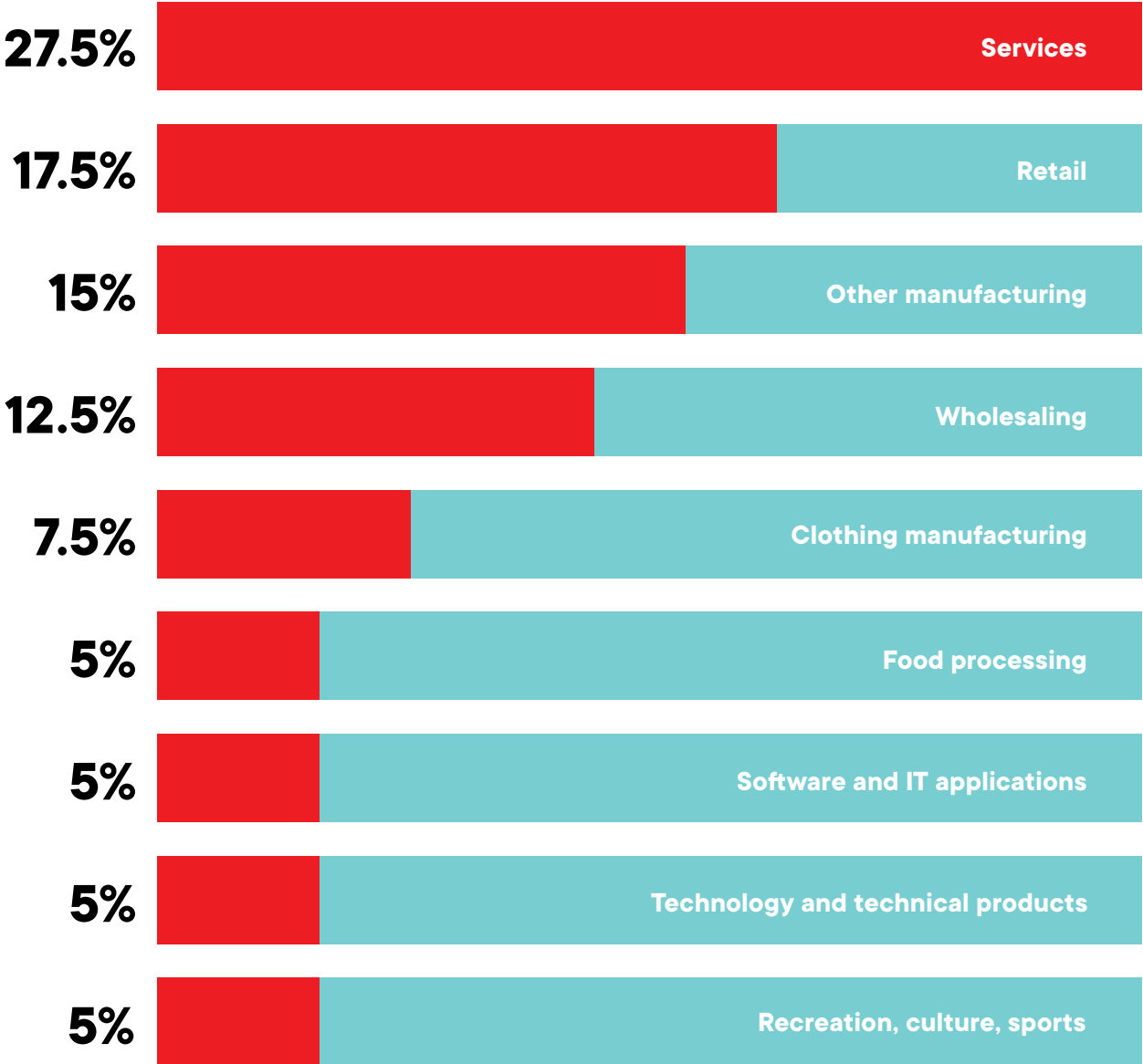
57%
Growing businesses

The chart shows the breakdown of financed businesses according to their stage of development.



Persienne Design

Sectors of financed businesses



The chart shows the breakdown of financed businesses by industry.

Contests

Entrepreneurship Contest Gouin West

Thanks to this contest, organized as part of the PRAM-Artère en chantier municipal project and funded by the Ville de Montréal, **Mr. Karim Fawaz and Mr. Alex Santos each won an award of \$45,000** to develop their business project on Gouin West.

These two awards will enable Mr. Karim Fawaz to fit out and expand the premises of his business Mamie Clafoutis located at 5781 Gouin Boulevard West and Mr. Alex Santos to set up his Portuguese chicken restaurant in vacant space between De Serres Street to the east and Laurentian Boulevard to the west.

Registration period:

May 7 to November 30, 2018

Meeting and selection of winners:

January 21, 2019

Official announcement of the contest winners:

February 11, 2019

2
winners

45 000 \$
awarded per project

1
Commercial artery
revitalized



The two winners in the company of Ahuntsic-Cartierville officials

Activities and events

Each year the PME MTL Network and the Centre-Ouest area organize networking events and activities in order to strengthen ties with partners in Montréal's entrepreneurial ecosystem and to foster networking between entrepreneurs in its network.

Local Events

Les petits dej'atelier: 3 different themes, 35 participants

Le 6@8 PME MTL CO: 80 participating entrepreneurs and partners

La Semaine Mondiale de l'Entrepreneuriat: 2 activities

Collégial en affaires: 3 participating colleges

Networking Events — We were there!

Expo Entrepreneur – January 2018

Financement PME – January 2018

Grand-Messe Montréal Inc. – April 2018

RDV Accélérer MTL – April 2018

C2 Montréal – May 2018

Movin'On – May 2018

Startupfest – July 2018

5@8 réseau d'entrepreneurs – September 2018

Stratégie PME – November 2018

L'Apéro Réseau – November 2018

2nd edition of Apéro-Réseau

An annual gathering organized as part of International Entrepreneurship Week to celebrate the success of our entrepreneurs.

This second edition of Apéro-Réseau attracted more than 300 entrepreneurs from our network who were delighted to exchange ideas with different entrepreneurial ecosystem stakeholders and to develop their business in another way.

The event was also an opportunity for the entrepreneurs to showcase their offerings at food-tasting stands or to exhibit some of their products.





Job placement service

PME MTL Centre-Ouest's human resources experts offer free coaching to eligible candidates to help them develop a winning return-to-work strategy.

61%
of coached
candidates found
a job

2018 Bordeaux-Cartierville job fair

The second edition of the Bordeaux-Cartierville job fair was held on Wednesday, May 2, 2018 in the PME MTL Centre-Ouest building. The goal: to enable job seekers to meet different employers and to understand the reality of employers and their recruitment expectations. To facilitate exchanges, two discussion panels were held. A LinkedIn photo station was also offered for free so that job seekers could update their profile photo on this professional social network.

- 150 job seekers in attendance
- 33 exhibiting businesses
- 82 persons photographed

225
persons coached
to a new job



The PME MTL Centre-Ouest team

145
partner
businesses



The PME MTL Network

97
jobs posted



Job fair

PME MTL

Centre-Ouest – Our people

Team

Office of the Executive Director

Marc-André Perron
Executive Director

Christian Bélanger
Deputy Executive Director

Administration

Andrée Lyne Allaire
Administrative Support Manager

Marie-Odile Ninot
Office Agent

Communications

Mélissa Le Royer
Communications Consultant

Private Economy

Anaïs Gimet
Business Consultant

Stéphanie Airaud
Director, Consulting Services and Financing

Coralie Cressent
Director, Consulting Services and Financing

Michel Bernard
Director, Consulting Services and Financing

Denis Guillemette
Director, Consulting Services and Financing

Nagui Naoum
Director, Consulting Services and Financing

Ali Taieb
Director, Industrial and Sustainable Development

Sébastien Boirié
Director, Retail

Ada Panduro
Director, Market Development

Xavier Paillon
Director, Market Development

Robinson Moïse
Director, Portfolio Management

Social Economy

Sandrine Cohen
Director, Consulting Services and Financing

Kurt Houghton
Director, Consulting Services and Financing

Job Placement Service

Daisy Romero
Human Resources Consultant

Jacques Drolet
Human Resources Consultant

Board of Directors

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

Socio-economic community

Luc Lacharité

Chair — Mont-Royal

Michel Desbiens

Vice-Chair — Saint-Laurent

Jean-François Harel

Secretary — Ahuntsic-Cartierville

Katherine Korakakis

Director —
CSL — Hampstead — MW

Maria Ximena Florez

Director — Saint-Laurent

Lav Crnobraja

Director — Saint-Laurent

Annick Dufresne

Director — Ahuntsic-Cartierville

Isabelle Péan

Director — Ahuntsic-Cartierville

Donald Boisvert

Director — Ahuntsic-Cartierville

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

Partners

PME MTL Centre-Ouest collaborates with other organizations in Montréal's entrepreneurial ecosystem in order to better support entrepreneurs and foster local economic development.

Montréal 

Québec 

 **FONDS**
de solidarité FTQ

CRÉA**AVENIR**

CAISSE.
 **D'ÉCONOMIE.**
SOLIDAIRE.


Réseau **m**
Propulsé par la
Fondation de l'entrepreneurship

 **Fondation**
MONTREAL INC.

futurpreneur
canada™


JEUNE CHAMBRE
DE COMMERCE
DE MONTRÉAL

PME MTL Centre-Ouest
pmemtl.com/centre-ouest
info.co@pmemtl.com

1350 Mazurette Street,
Suite 400, Montréal,
QC H4N 1H2
T 514 858-1018
F 514 858-1153

Coordination and writing
Mélicca Le Royer,
Communications Consultant

Graphic design
Agence Featuring

Photographs
Myriam Baril-Tessier Photographe

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PME MTL, Montréal's business support network

Montréal 

Québec 