

Annual Report 2019





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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 2019, business leaders and entrepreneurs in our territory continued to boldly move forward and innovate to grow their SMEs and 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 adjust to the needs and realities of businesses, better understand them and thus become more efficient.

In all, 623 businesses benefited from our services over the past year and more than \$5 million was invested in their projects.

These investments, generating leverage of more than \$13 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 the relevance of its economic development strategy, thanks to which we were able to add new expertise to our team



**In all, 680 businesses
benefited from our
services over the past year**

of professionals and equip ourselves with new financial tools. Over the past year, they have helped support companies in the commercialization of innovations, in the retail trade, and manufacturing companies, among others.

To this end, our team was enriched with seven new professionals in 2019 and our businesses were able to count on almost \$1.2 million in additional support for their projects.

At the time of writing, we are dealing with an unprecedented situation as most of our economy and our businesses try to cope with the devastating and sudden effects of Covid-19. Our entire team is making every effort to support and assist Centre-Ouest entrepreneurs and we quickly decided to offer a six-month moratorium on principal and interest payments for private and social economy companies that have an outstanding loan from

one of our Funds. We don't know yet what will happen in the aftermath of this crisis, but PME MTL Centre-Ouest will always be there to support entrepreneurs during the recovery.

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.



Jean-François Harel
Chairman of the Board

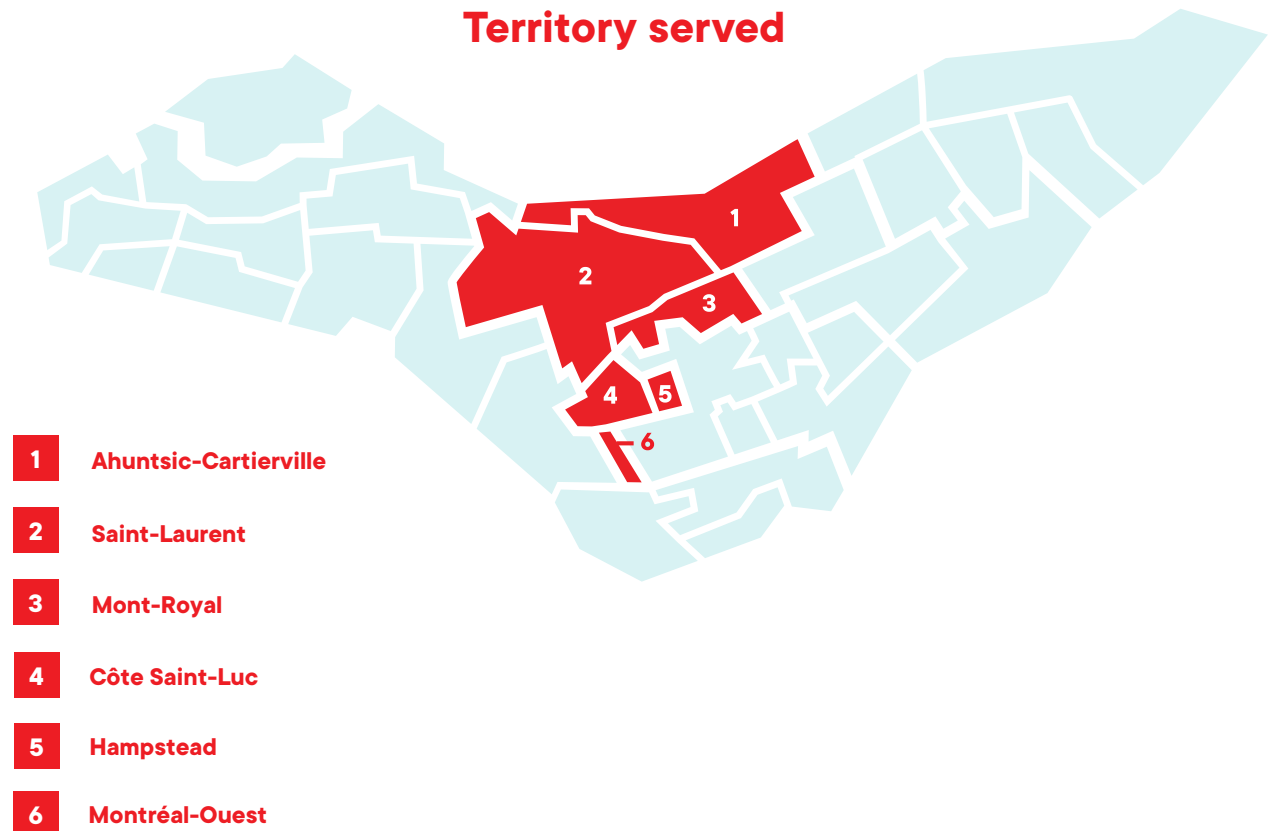


Marc-André Perron
Executive Director



Aquaverti

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.

- 297,820 residents
- 43% of the population have an immigrant background
- 11,590 businesses
- 196,660 jobs
- 32% 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 businesses.

Objective

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



Pilgrim



Studio Futura Orbita

Services for businesses

Support

PME MTL Centre-Ouest is dedicated to the success of each for-profit or social economy business project. Our experts offer entrepreneurs support that helps propel their entrepreneurial projects.

- Information and orientation
- Consultancy services
- Human resources management support
- Introduction to partners or specialized organizations

Training

In partnership with the École des entrepreneurs du Québec, training and workshops are offered to Montréal entrepreneurs in a stimulating environment for learning and for exchanging entrepreneurial best practices.

80 %
**of supported
businesses are still in
operation after 5 years**

Financing

PME MTL Centre-Ouest has different funds tailored to the needs of Montréal entrepreneurs. These funds serve as levers to support the financing of startups and growing companies, while fostering the creation and maintenance of jobs in Montréal.

Fonds PME MTL

Loan of up to \$300,000 to support Montréal businesses.

Fonds locaux de solidarité

Loan of up to \$100,000 to support Montréal businesses.

Fonds de développement de l'économie sociale

Subsidy of up to \$50,000 to support social economy initiatives.

Subvention Jeunes Entreprises

Subsidy of up to \$15,000 for entrepreneurial succession.

CRÉAVENIR

Line of credit and subsidy of up to \$20,000 to support young entrepreneurs.

Fonds Jeunes Entreprises collectives

Up to \$23,000 in subsidies and loans for collective enterprises.

Fonds INNOGEC

Subsidy of up to \$15,000 to cover the professional fee costs of social economy businesses.

Fonds ADM / 375 idées

A loan of \$7,500 at a preferential rate to support young Montréal entrepreneurs.

New specialized funds to stimulate business growth

Fonds Entrepreneurial commercial

Subsidy of up to \$25,000 to support the set-up and growth of commercial businesses and support e-business projects.

Fonds Commercialisation des innovations

Loan of up to \$150,000 and subsidy of up to \$25,000 to help businesses carry out different phases of their commercialization project.

Fonds Accélérateurs et incubateurs universitaires

Subsidy of up to \$20,000 to support businesses in a university accelerator or incubator in Montréal.

Fonds Développement industriel et durable

Subsidy of up to \$50,000 to stimulate or accelerate innovation and the implementation of sustainable development practices in companies in the manufacturing sector.

In addition to these new funds, in 2019 the Ville de Montréal rolled out new specialized services in the PME MTL network, strengthening the support offered to Montréal businesses.

For more details on the new services and funds rolled out throughout the PME MTL network, please see the document 2019 Results - PME MTL.

Pour connaître les modalités d'utilisation de nos fonds, visitez : pmemtl.com/financement

2019 Results



Boxknight

680
businesses
supported

21
information
sessions

\$4,3 M
In loans



Motivo Promotions Group inc.

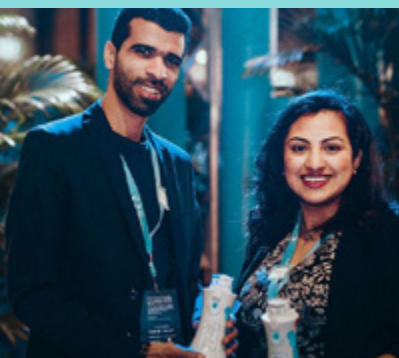


Studio TooSik

52
businesses
financed

\$1,1 M
in subsidies

More than
\$13 M
In leverage generated

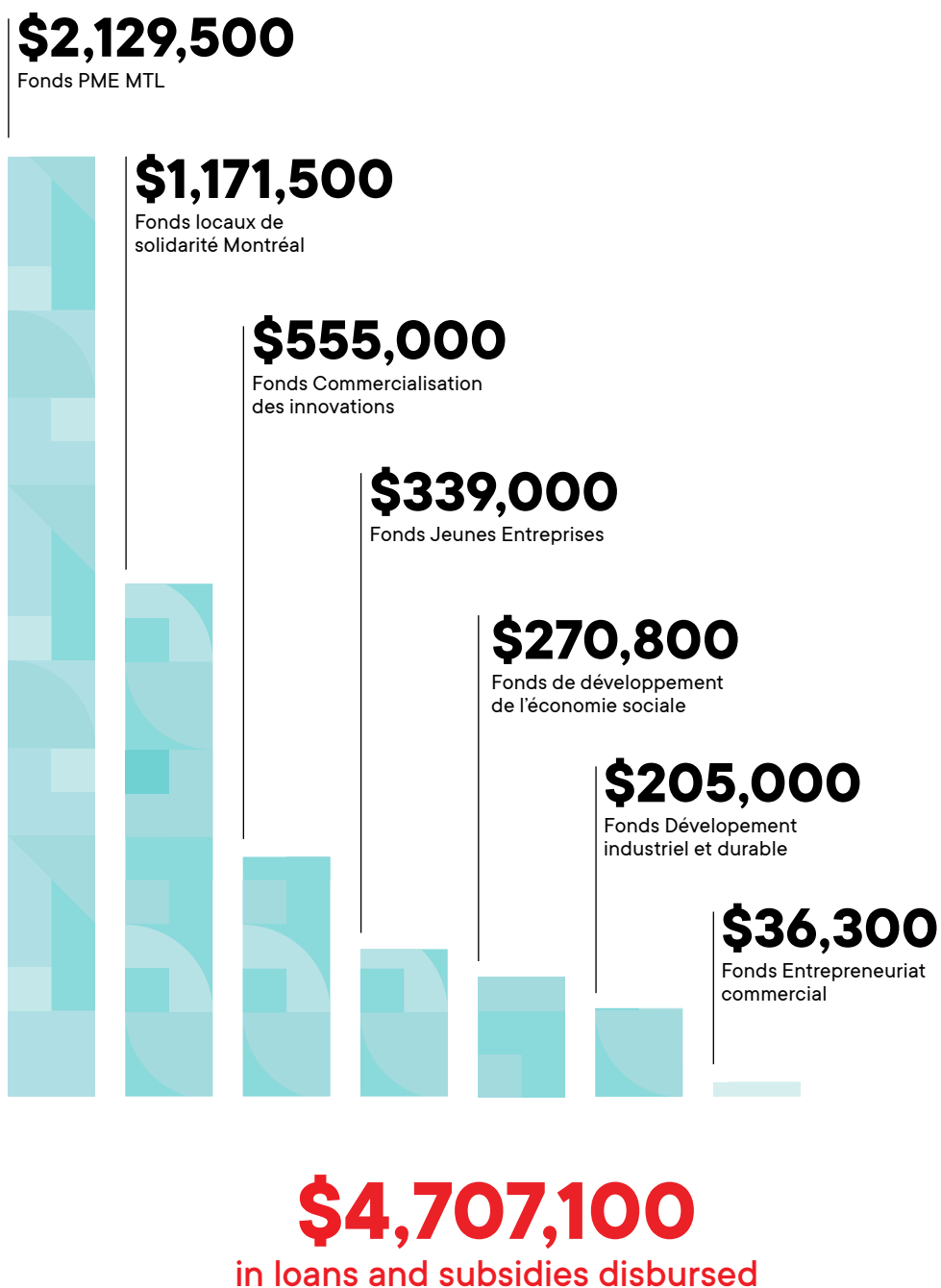


SolAirEau Test inc.

650
jobs created or
maintained

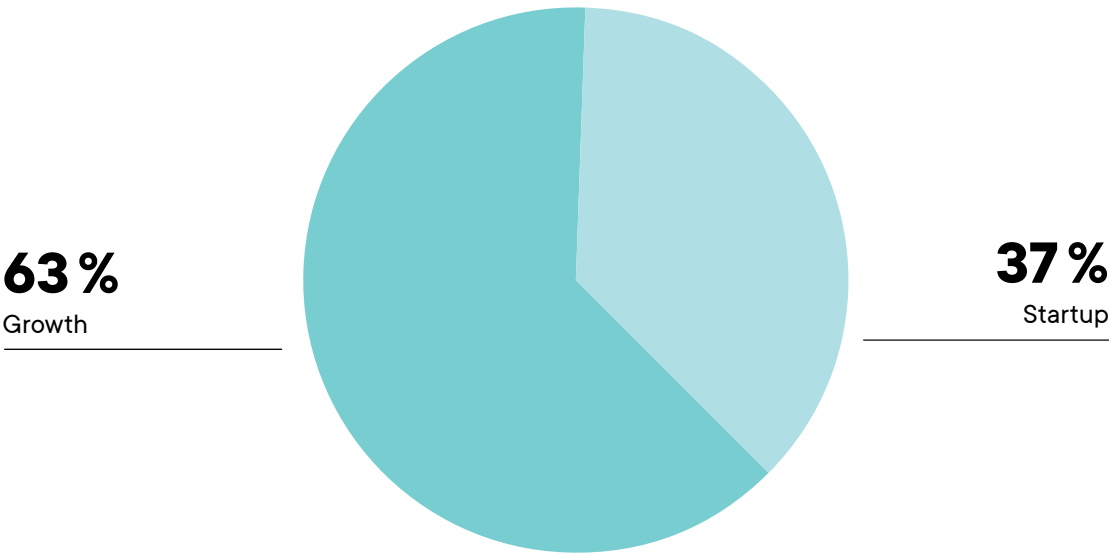
Financing breakdown

In 2019, PME MTL Centre-Ouest authorized **\$5,424,100** and disbursed **\$4,707,100**.
Here is the breakdown by fund of the amounts disbursed in 2019.



An amount of **\$35,000** was also disbursed by Créavenir.

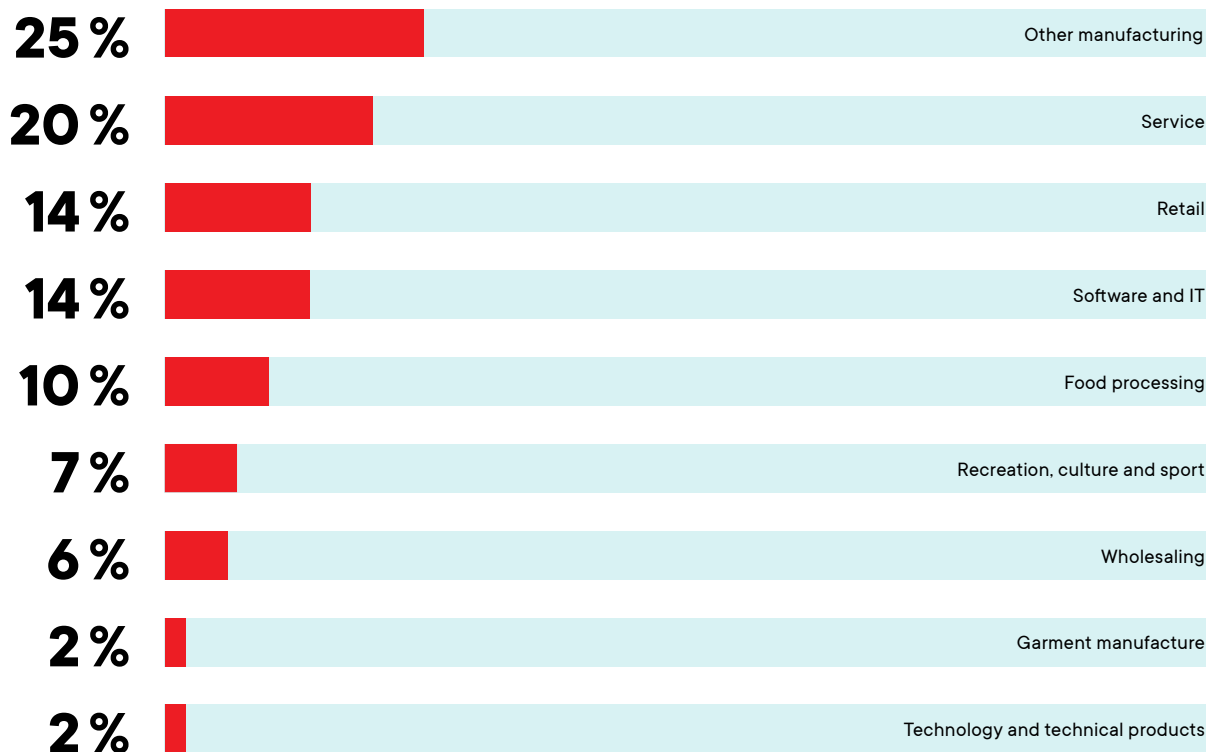
Stages of financed businesses



“PME MTL helped us develop confidence which proved very useful during the rounds of financing. We were then able to negotiate as equals with future partners rather than viewing ourselves as people seeking a privilege.”

— André Malépart, Agatha Boutique Bébé

Sectors of activity — Financed businesses



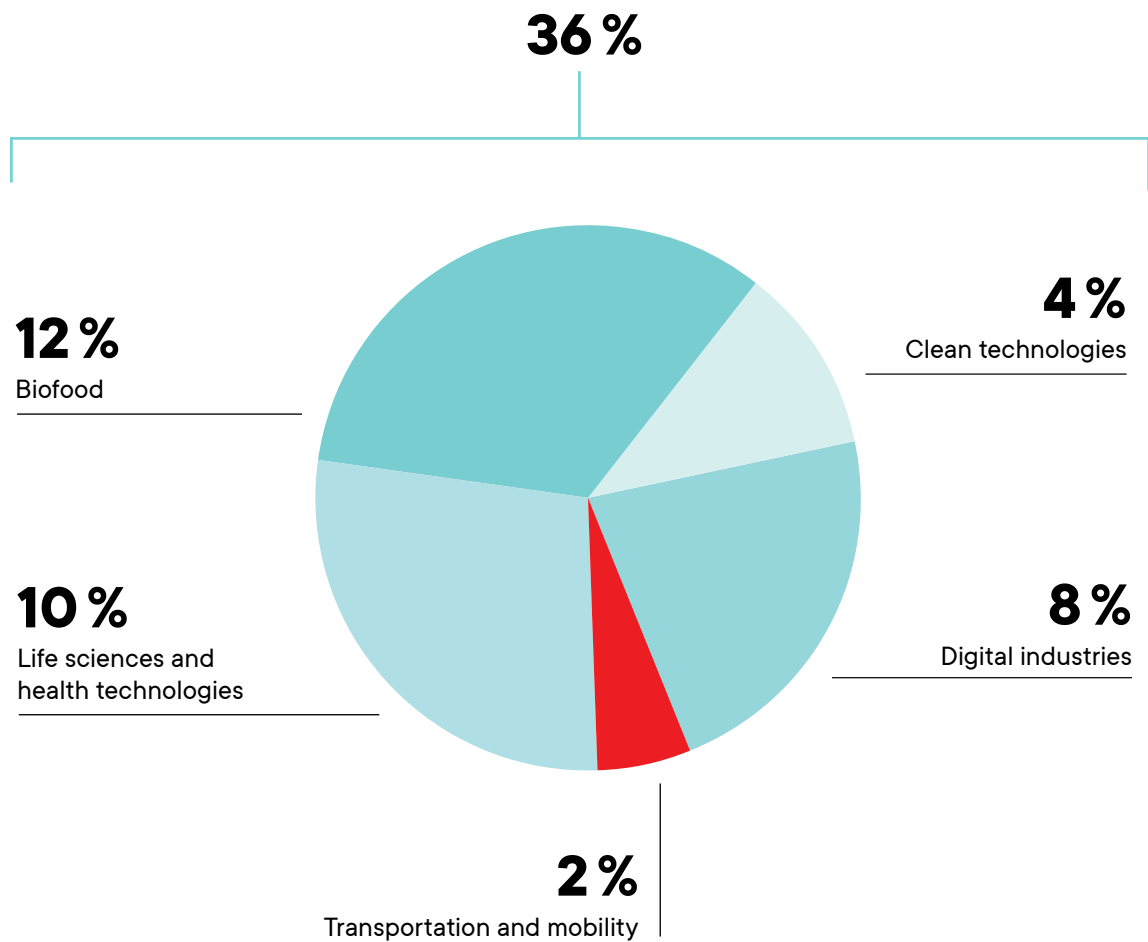
The graph shows the breakdown of financed businesses according to their sector of activity.

High-potential sectors

Among the businesses listed on page 11 of this report, 36% are considered to work in sectors identified as high potential by the Ville de Montréal.

The Ville de Montréal's economic development strategy aims to foster growth in all sectors of Montréal's economy. However, high-potential sectors will enable the city to be ahead of the curve and more competitive. These sectors are:

- Biofood
- Creative and cultural industries
- Digital industries
- Life sciences and health technologies
- Clean technologies
- Transportation and mobility





Agatha Boutique Bébé





“In addition to major financial support, the PME MTL team helped us with different aspects of our growth.

For example, when we moved to our premises on de Louvain Street last February, they put us in touch with a property developer. This helped us find a place in the neighborhood where we really wanted to set up shop.”

— Alex Sereno, Café Barista

Financed businesses

Ahuntsic–Cartierville

Arteluthe

arteluthe.ca

PME FLS

BC en fête

FDES

Brasserie Silo

PME FLS JE

Café Barista

cafebarista.ca

PME FLS DID

CAPÉ

cape.coop

FDES

Centrale Agricole

centrale.coop

FDES

Cerise café-buvette

cerisecafebuvette.com

PME FLS JE FEC

Communautique

communautique.quebec

FDES

Concrete Cat inc.

concretecat.com

PME FLS DID

Diffusion le Vrai Monde

FDES

Dress You

dressyou.ca

JE

École-boutique les Tricoteuses du quartier

ecoledetricot.com

PME FLS FEC

Espace et Rêve (Space & Dream)

spaceanddream.com

PME CI

Création métamorphose FASN Espace Flo

espaceflo.com

JE

Journaldesvoisins

journaldesvoisins.com

FDES

Le Petit traiteur indigné inc. FASN Le goût des choses

PME FLS JE

Le Professeur

leprofesseur.ca

JE

Les Confections Firebag

firebagmtl.com

JE

Mille lieux

FDES

Motivo Promotions Group inc.

boutiquetm.com

JE

Pharonyx

pharonyx.com

PME FLS CI CRE

Pilgrim

pilgrimjewellery.ca

PME FLS JE

PosturoPlus

posturoplus.com

PME JE

Promo21

promo21.org

FDES

Restaurant le Millen Fleury

lemillen.com/

PME JE FEC CRE

CI	Fonds Commercialisation des innovations	FEC	Fonds Entrepreneuriat commercial	DID	Fonds Développement industriel et durable
CRE	CRÉAVENIR	JE	Fonds Jeunes Entreprises	PME	Fonds PME MTL
FDES	Fonds de développement de l'économie sociale	JEC	Fonds Jeunes entreprises collectives	FLS	Fonds locaux de solidarité Montréal

Ronor
ronor.com

PME FLS DID

La Fabrique Allwood inc.
fabriqueallwood.ca

JE

SolAirEau Test inc.
solaireau.ca

JE

MMAQ
mmaq.com

FDES

Studio Futura Orbita
orbitafutura.com

JE

Nutri Bio Pharma inc.
inovpharma.com

PME FLS

Studio Toosik

JE

Optina Diagnostiques
optinadx.com

CI

Côte Saint-Luc

Prêt et Frais
pretetfrais.com

JE

Samuel Reiz Apparels
samuelreiz.com

JE

Productions Luxxeen inc.
luxxeen.com

PME FLS JE

Saint-Laurent

A.J. Jemmsau inc.
jemmsau.ca

PME FLS

Atelier de tapis SR inc.
atelierdetapisrinc.ca

PME FLS

BoxKnight inc.
boxknight.com

JE

Café Le VSL
cafe-le-vsl.business.site

JE

CVAC Efficace inc.
effectiv-hvac.com

PME FLS CI

E-Smart Control inc.
esmartcontrol.com

PME FLS CI

“Thanks to financing from PME MTL, we’re going to accelerate the growth of our online business as well as our distribution network across the country.”

— Pilgrim



E-Smart

“When it comes to advice, PME MTL is always a valuable partner when we have to structure an application for financial assistance.”

— Sylvain Charbonneau, E-smart

Rinse inc.
rinse.com

JE

Sublime Dessert
sublimedesserts.com

PME

FLS

DID

Toy Target
toytargetinc.com

PME

FLS

Mont-Royal

Agatha Boutique Bébé
fr.agatha.boutique

PME

FLS

FEC

**Buonaliving Inc. FASN
PodiumIO**
buonaliving.com / getpodiumio.com

JE

Century Industries
centuryamadeus.com

PME

DID

Cold Pressed
coldpressedmtl.com

PME

FLS

DID

**Les Entreprises GSG
Prestige inc.**
gsgprestige.com

JE

Contests

Décarie

Entrepreneurial Contest

Following the integration of the new commercial development fund into the PME MTL Network aimed at revitalizing the commercial arteries of our territory through support offered to merchant entrepreneurs, a contest on Décarie North in the borough of Saint-Laurent was launched last September.

The contest was for merchant entrepreneurs wishing to set up a local retail business or renovate an existing one on the portion of Décarie Boulevard covered by Quartier D.

A total of 15 information requests and three files were received and two applications were selected.

The two selected projects will begin in 2020.

Registration period:

September to December 2019

Meeting and selection of winners:

January 2020

Official announcement of the contest winners:

End of January 2020

\$60,000 / 1 Revitalized commercial artery





Le professeur

Activities and events

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

Local activities and events

- Startup evening in collaboration with La Ruche and Futurpreneur
- Mmode conference
- Lunch and Learn at Green Haüs
- 5@7 PME MTL CO at Green Haüs
- PME MTL ÉcoMatinée

10 information sessions, 46 participants,
Démarrage entreprise: Les étapes cruciales,
facilitated by Anaïs Gimet.

11 information sessions in English, 118 participants:
ABC's of Starting a Business, facilitated by Kurt Houghton in collaboration with ProMontreal Entrepreneurs in Côte Saint-Luc.

61 participations in networking activities



Apéro Réseau 2019

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.

Service for job seekers

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

Recruitment assistance for businesses

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

Event

Rendez-vous Laurentien de l'emploi 2019

Saint-Laurent's job fair, Rendez-vous Laurentien de l'emploi, was held on Tuesday, November 5 at the Saint-Laurent Recreation Centre. This was an opportunity for the PME MTL Centre-Ouest team to maintain and develop close ties with businesses, candidates and its employability partners in Saint-Laurent.

- 120 participants
- 16 exhibitor businesses
- More than 100 jobs posted

Event

Participation in numerous activities

- Jean Talon Casa Italia: September 2019
- Salon de l'immigration: October 2019
- RDV Laurentien de l'emploi: November 2019
- Industrie du Vêtement et de la Main d'œuvre: November 2019



The PME MTL team

66 %
of coached candidates found a job

68
jobs
posted



Our employment experts with Alan De Sousa, Mayor of Saint-Laurent

224
persons coached
for a new job

126
partner businesses



Rendez-vous de l'emploi 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 Manager

Marine Lecoq
Communications Consultant

Job Placement Service

Daisy Romero
Human Resources and Career Development Consultant

Jacques Drolet
Human Resources and Career Development Consultant

Business Services

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

Alexis Dionne
Director, Consulting Services and Financing

Nagui Naoum
Director, Consulting Services and Financing

Ali Taieb
Director, Industrial and Sustainable Development

Sébastien Boirié
Director, Retail Development

Alexandre Skerlj
Director, Innovation Commercialization – Transportation and Logistics

Souad Laidi

Director, Innovation Commercialization – Transportation and Logistics

Ada Panduro

Director, Market Development

Xavier Paillon

Director, Market Development

Julio Sequeira

Director, Market Development

Robinson Moïse

Director, Portfolio Management

Sandrine Cohen

Director, Consulting Services and Financing – Social Economy

Kurt Houghton

Director, Consulting Services and Financing – Social Economy

Technoparc business centre

Luana Borelli

Director – Community Relations

Saniogita Poorun

Customer Service Agent

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

Jean-François Harel
Chair —
Ahuntsic-Cartierville

Katherine Korakakis
Vice-Chair —
CSL – Hampstead – MW

Michel Desbiens
Director —
Saint-Laurent

Luc Lacharité
Director —
Mont-Royal

Maria Ximena Florez
Director —
Saint-Laurent

Eve Baillargeon
Director —
Saint-Laurent

Daniel Luquette
Secretary-Treasurer —
Saint-Laurent

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
Borough Mayor —
Saint-Laurent

Émilie Thuillier
Borough Mayor —
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 



CRÉA**VENIR**

CAISSE.
 **D'ÉCONOMIE.**
SOLIDAIRE.



mtl**Inc.**

futur**preneur**
canada





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Ville de Montréal support
network for businesses

Réseau de soutien aux
entreprises de la Ville
de Montréal

Montréal 

Québec 