

District e-commerce

Contest



A photograph of a city street corner. On the left is a tall, modern building with a grid of windows and decorative brickwork. On the right is a shorter, brick building with a fire escape. A street lamp and traffic lights are visible. A silver car is parked on the street. The sky is blue with some clouds. A large black rectangular area is overlaid in the center, containing white text.

**Supporting
future leaders in
the e-commerce
sector**



Contest

PME MTL Centre-Ouest and SDC District Central are relaunching the District e-commerce entrepreneurial contest to support the e-commerce leaders of tomorrow.

The contest is for young e-commerce businesses that are already selling online and are looking to set up (or that have already set up) in the District Central neighbourhood.



Important dates

April 13 to May 31: Submission of applications

June 3, 2022: Announcement of the 10 finalists

June 16, 2022: Finalists' pitches and official announcement of the winners during a cocktail reception

Events

June 3, 2022: Productive 5@7

(accessible to all candidates eligible for the District e-commerce contest; limited to 40 businesses)

June 7, 2022 starting at 5pm : "How to make your pitch" workshop

(reserved for the 10 finalists)



Eligibility conditions

- Operate a business that has been in existence for less than 5 years
- Have a legally constituted business registered with the Registre des entreprises du Québec (REQ)
- Sell online for at least 3 months on its own transactional site
- Work full time in the business (minimum of 35 hours per week)
- Be set up or plan to set up in the Central District by September 30, 2022
- Agree to meet with the jury and participate in promotional activities for the contest as well as consultancy and communication activities offered by contest partners
- Submit all required documents before the contest deadline, no later than May 31, 2022



Required documents

- Duly completed contest entry form
- Latest financial statements
(in-house statements if in business for less than one year)

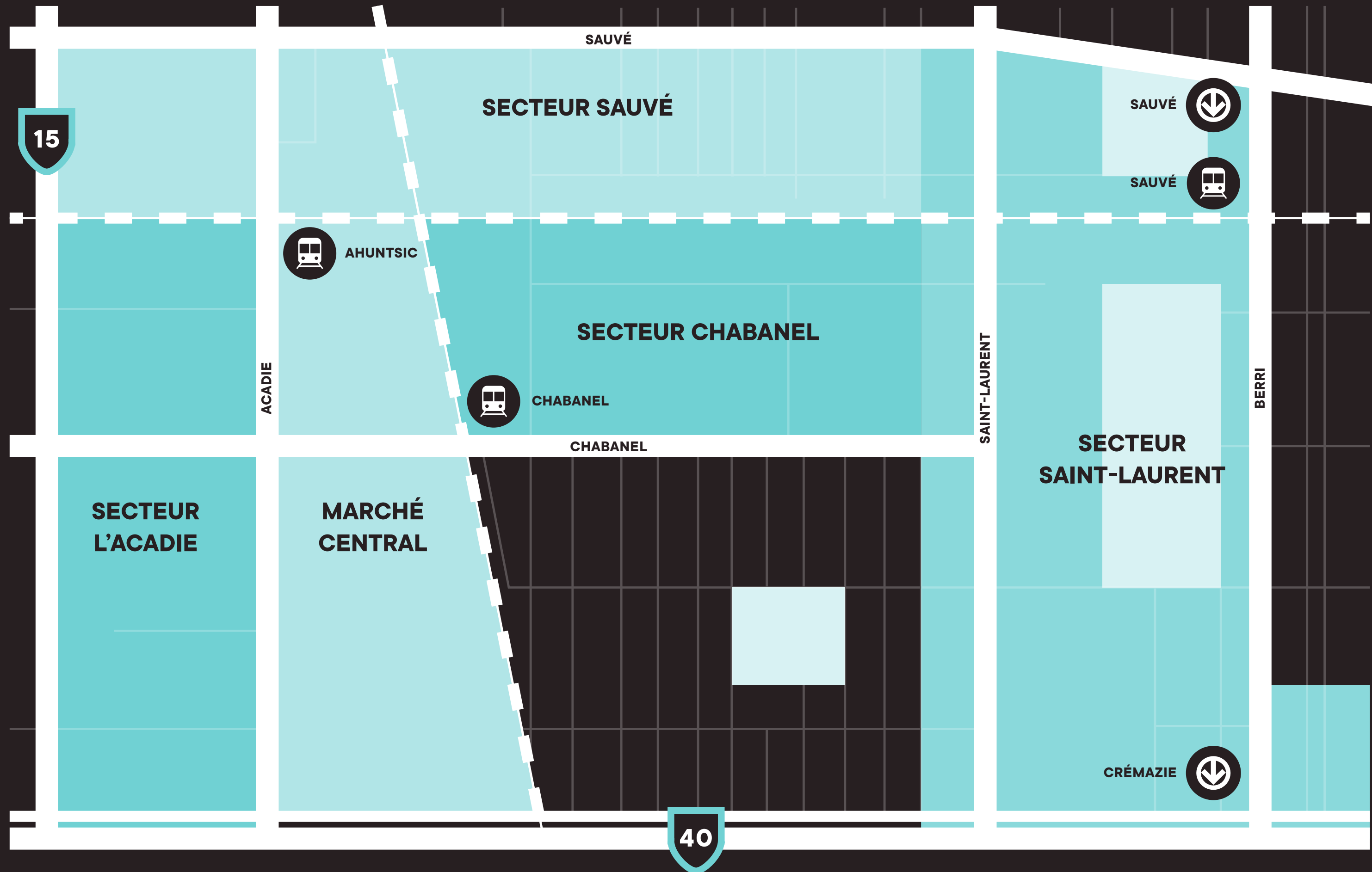


The Central District

The District Central neighbourhood has been experiencing considerable growth in popularity for a number of years. It is now home to small and large players in the e-commerce sector, including SSENSE, Golf Avenue, Barista, Indyeva, Main and Local and many others.

- Territory measuring 3 km²
- 5 business districts
- More than 25 000 000 sq. ft. of commercial and industrial space
- Affordable rents
- 1,800 businesses
- 25,000 workers
- The 4th largest district in Montréal in terms of job concentration
- **This is the new business district!**

Accessibility



Autoroute 15
Autoroute 40



11 bus lines



Crémazie
Sauvé



Ahuntsic
Chabanel
Sauvé



3 BIXI stations

“ I learned about the contest from an entrepreneur, I looked into it, I applied and I was lucky enough to win! The prizes helped me a lot, whether it was the grant or the mentoring sessions. It’s a lot of little things that enabled us to move forward faster. ”

Nicolas Loiselle - MTL B-Board



LE GROUPE
FABTRENDS

Financial and strategic partners



PME MTL Centre-Ouest

Co-presenter

The mission of PME MTL Centre-Ouest is to offer a full range of accessible professional services to entrepreneurs of private and social economy businesses in the Boroughs of Ahuntsic-Cartierville and Saint-Laurent, and in the cities of Côte-Saint-Luc, Hampstead, Montréal-Ouest and Mont-Royal.

The experts at PME MTL Centre-Ouest are leading players in guiding SMEs through the start-up and growth phases, providing entrepreneurs with support in the form of management advice and financing.

A true catalyst in developing entrepreneurship, PME MTL Centre-Ouest works closely with an extensive network of partners and serves as a forum for bringing entrepreneurs together with the various experts, stakeholders, program managers and financial assistance options.

[PME MTL Centre-Ouest](#)

SDC District Central

Co-presenter

The Société de développement commercial District Central is the catalyst and voice of the business sector in the Borough of Ahuntsic-Cartierville.

It represents the action arm of 1,800 business leaders who have joined forces to develop a sector with enormous economic, urban and human potential.

The development strategy for the Central District was born of the shared and focused vision of business leaders, elected officials and public servants within the Borough.

SDC District Central has a clear mission to breathe new life into this storied neighbourhood, to enhance its reputation and to position it among the leading drivers of the Montréal economy.

[Société de développement commercial
District Central](#)



Desjardins

Financial partner

Desjardins Group is the largest cooperative financial group in North America and the fifth largest cooperative financial group in the world, with assets of \$397 billion.

In 2021 it was ranked as one of the world's Top 100 Employers by Forbes magazine.

To meet the diverse needs of its members and clients, Desjardins offers a full range of products and services to individuals and businesses through its extensive distribution network, online platforms and subsidiaries across Canada.

Ranked among the world's strongest banks according to *The Banker* magazine, Desjardins has one of the highest capital ratios and credit ratings in the industry.

Our mission is to contribute to improving the economic and social well-being of people communities.



[Desjardins](#)

Cascades

Financial partner

Founded in 1964, Cascades offers sustainable, innovative and value-added solutions for packaging, hygiene and recovery needs.

The company employs 10,000 women and men, who work in more than 80 production units in North America and Europe.

With its management philosophy, half a century of experience in recycling and continuous efforts in research and development as driving forces, Cascades continues to deliver the innovative products that customers have come to rely on, while contributing to the well-being of people, communities and the planet.

Cascades Canada





Shopify

Strategic partner

We help people achieve independence by making it easier to start, run, and grow a business. We believe the future of commerce has more voices, not fewer, so we're reducing the barriers to business ownership to make commerce better for everyone.

Shopify is a subscription-based platform that allows anyone to set up an online store and sell their products. Shopify store owners can also sell in physical locations using Shopify POS, our point-of-sale app, and the accompanying hardware. If you're a Shopify merchant with both an online and physical presence, your inventory and stock get synced so you can manage your store(s) from one account, on any device.

Shopify has grown from 5 people in a coffee shop to over 10,000 across the globe. With more than 2,000,000 businesses powered by Shopify, we care deeply about the work we do. We're constant learners who thrive on change and seek to have an impact in everything we do.

[Shopify](#)

Canada Post

Strategic partner

Canada Post is the Canadian ecommerce delivery leader – reaching 17 million residential and businesses addresses – and is committed to delivering more for Canadians. The company connects all Canadians and gives them access to the power of online commerce, no matter where they live, including the North and remote communities. It helps businesses to reach their vital customers and communities to grow and thrive responsibly. Canada Post's direct mail marketing solutions drive action for brands and businesses of all sizes.

The Canada Post Solutions for Small Business™ program provides tools, resources, insights and discounts on shipping and marketing to give small business owners a leg up and help them grow their business.

Canada Post is here to support small businesses with resources, cost-saving incentives, in-depth content and market insights to help small businesses grow.

[Canada Post](#)





ClickSpace

Strategic partner

ClickSpace is the leading e-commerce hub in Montréal, bringing together the knowledge, expertise and logistics experience from our world-class partners under one roof to meet the varying needs of ecommerce businesses and help them to grow.

It is a space especially designed for e-commerce entrepreneurs and growing businesses, including a podcast and content creation studio, as well as private meeting and event rooms.

ClickSpace offers on-demand services, including storage, work spaces and order processing, to enable businesses to externalize their operations in an efficient and flexible manner and focus on their growth.

[ClickSpace](#)

Heyday

Strategic partner

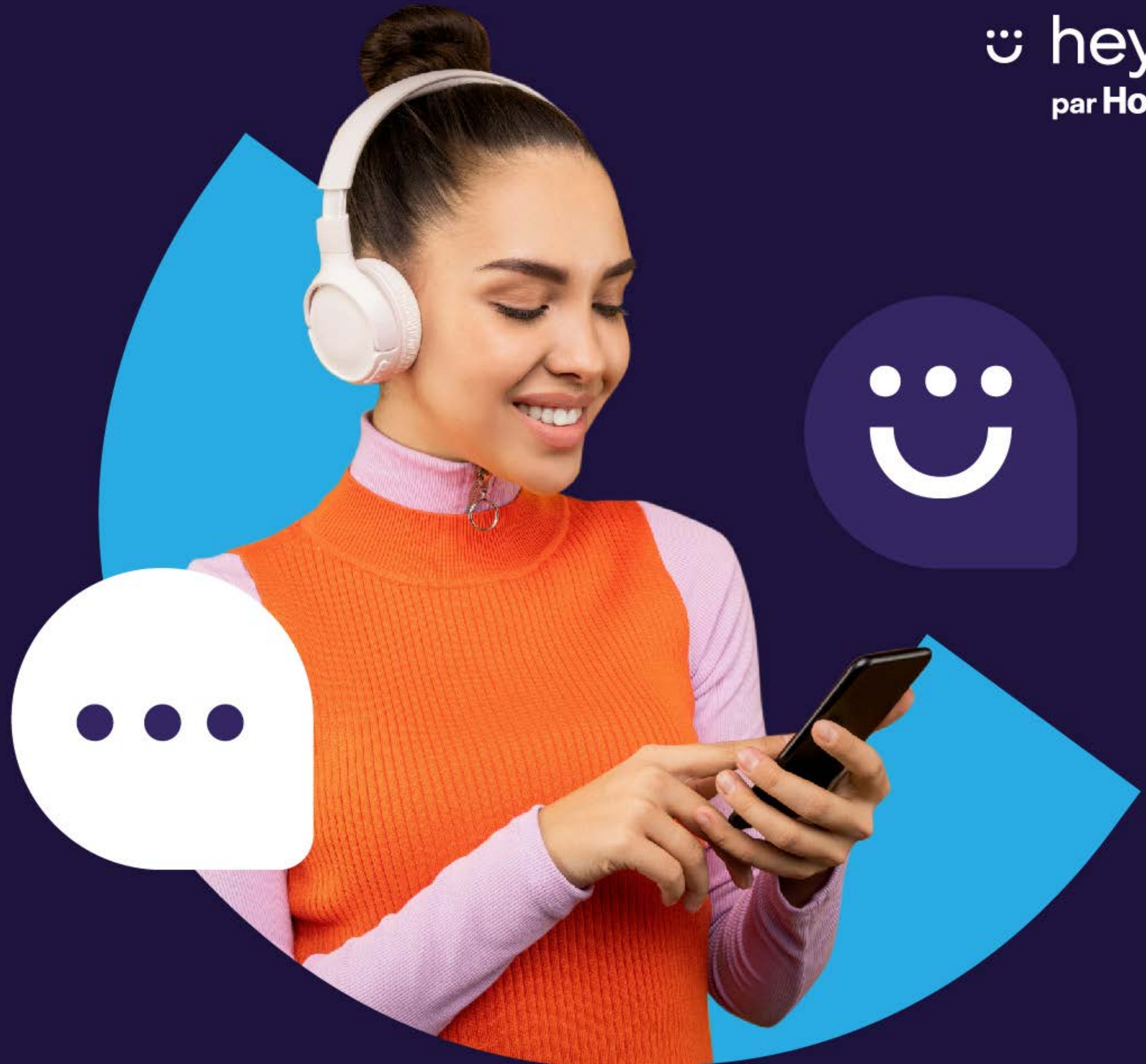
Heyday is a live chat and customer messaging platform that uses conversational AI to personalize the online customer experience.

Heyday easily integrates with social messaging apps, e-commerce platforms, product catalogs and order tracking systems to deliver personalized, instant service that increases engagement, sales, and customer satisfaction.

Available in several languages and on four continents, Heyday's all-in-one conversational platform enables renowned brands such as Lacoste, Decathlon, Cirque du Soleil, Rudsak, Jack & Jones (Bestseller) and others to create exceptional shopping experiences across a multitude touchpoints, at scale, through the power of AI.

[Heyday](#)

 heyday
par Hootsuite®





More than
100 000\$
to be won

Grand prize

presented by
Desjardins

- \$30,000 grant¹
- Free one-year package offered by Shopify²
- Gift card valued at \$5,000 offered by Canada Post³
- 50% discount for the 1st year offered by ClickSpace⁴
- One year of monthly subscriptions offer by Heyday and a credit of \$1,200 on Heyday solution services/licences
- Production of a promotional video and a professional photo session offered by SDC District Central⁵

¹Grants offered by PME MTL Centre-Ouest (\$15,000) and Desjardins (\$15,000).

²One (1) year package (best suited to the needs of the business) and one strategic consulting session offered by Shopify.

³Gift card for the use of delivery services and two logistics consulting sessions offered by Canada Post.

⁴ClickSpace discount: Large office (220 sq. ft.) valued at \$640/month. Discount in the form of 1st, 2nd, 3rd, 7th, 9th and 11th months free. The other months are to be paid at the regular rate.

⁵Production of a joint video, including the three winning businesses, as part of the "Les perles du District Central" series in the new District Central premises.

Jury Prize

presented by
Cascades

- \$25,000 grant¹
- Free one-year package offered by Shopify²
- Gift card valued at \$2,500 offered by Canada Post³
- Three free months offered by ClickSpace⁴
- One year of monthly subscriptions offer by Heyday and a credit of \$1,200 on Heyday solution services/licences
- Production of a promotional video and a professional photo session offered by SDC District Central⁵

¹ Grants offered by PME MTL Centre-Ouest (\$15,000) and Cascades Canada (\$10,000).

² One (1) year package (best suited to the needs of the business) and one strategic consulting session offered by Shopify.

³ Gift card for the use of delivery services and two logistics consulting sessions offered by Canada Post.

⁴ ClickSpace discount: Large office (220 sq. ft.) valued at \$640/month. The first three (3) months are offered for free. The following months are to be paid at the regular rate.

⁵ Production of a joint video, including the three winning businesses, as part of the "Les perles du District Central" series in the new District Central premises.

Award of honour

- \$15,000 grant¹
- Free one-year package offered by Shopify²
- Gift card valued at \$2,500 offered by Canada Post³
- Three free months offered by ClickSpace⁴
- One year of monthly subscriptions offer by Heyday and a credit of \$1,200 on Heyday solution services/licences
- Production of a promotional video and a professional photo session offered by SDC District Central⁵

¹ Grants offered by PME MTL Centre-Ouest.

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SDC District Central price

“Vivre l’expérience District Central” offered to the 3 contest winners

- A suit offered by Jerando Fashion¹
- Five kilos of coffee and 20% discount on bags of coffee and beverages at the coffee shop, offered by Café Barista²
- A balance board offered by MTL B-BOARD

¹ Only offered for male business owners.
² The duration of the offer is 3 months.

Prizes for the 10 finalists

- Support provide by experts from PME MTL Centre-Ouest
- \$100 credit for the AppStore offered by Shopify¹
- Gift card valued at \$100 offered by Cascades²
- One-month free rental on all spaces offered by ClickSpace³
- One year of regular monthly subscriptions offered by Heyday

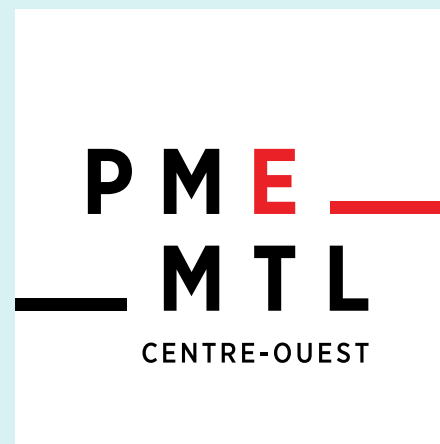
¹ Excluding the 3 winners of the contest.

² To be used in one transaction on cascades.ca. The gift credit is not applicable on delivery costs.

³ One (1) month free for all rental spaces (office, e-com loft, storage unit) offered by ClickSpace. Offer applies to all leases signed before 31/12/2022.

**Submit
an application
in 1 click!**

HERE



Ville de Montréal
support network
for businesses

