

**INVESTING WITH
YOU**

2021-2022
ANNUAL REPORT

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MESSAGE FROM THE PRESIDENT AND GENERAL MANAGER

Despite the significant economic challenges arising from the pandemic, the year was nevertheless filled with great achievements. The SADC des Laurentides salutes the dynamism that drives our clients' many projects. The number of requests for financing and support has continued to increase over the past year.

Our team is proud of its participation in the regional recovery fund, which has allowed several companies to benefit from a non-refundable contribution. This money will undoubtedly make a difference to help them get back up and running.

In order to maintain business ownership in our territory, we have consolidated our business transfer services. Exceeding our initial objectives demonstrates the relevance of the program and the need to facilitate transactions for the sustainability of our businesses.

We know that entrepreneurs face many issues, such as lack of manpower, housing and rising consumer prices. We will work with our partners to identify solutions and reduce the impact on our territory.

Our social and environmental values will be further affirmed in the months to come through the implementation of concrete actions that will promote the emergence and growth of responsible businesses. In this way, we hope to strengthen the resilience of our businesses and our local economy.



Sylvie Bolduc,
General Manager
and Martine
Paiement,
President of the Board of Directors

OUR FINANCING

IMPACT OF OUR LOANS THIS YEAR

54 Entreprises assisted
95 Jobs created
213 Jobs maintained

TOTAL FINANCING BY FUNDING TYPE

INVESTMENT FUND
\$1 527 675 | 23 loans

YOUTH STRATEGY
\$645 000 | 34 loans

REGIONAL RELIEF AND RECOVERY FUND (RRRF)
\$618 696 | 16 loans

TOTAL: \$2 791 371 | 73 loans

For every dollar we lend, there is a **\$4.41** return to the community. Our funding generated a total investment of **\$12 318 281** in our territory this year.

TOTAL FINANCING BY ACTIVITY SECTOR

ENTREPRISES

| | | |
|---------------|-----------|--|
| Service | 30 | |
| Manufacturing | 9 | |
| Hospitality | 4 | |
| Retail | 11 | |
| Distribution | 0 | |

TOTAL FINANCING BY PROJECT TYPE

STARTUP
 16 loans | **\$410 000**

MODERNIZATION
 1 loan | **\$50 000**

EXPANSION
 19 loans | **\$580 000**

RECOVERY
 18 loans | **\$818 696**

SUCCESSION
 18 loans | **\$892 675**

PURCHASE ORDERS
 1 loan | **\$40 000**

TOTAL: \$2 791 371 | 73 loans



RAISING FUNDS NECESSARY FOR GROWTH

"The SADC des Laurentides has always believed in us, ever since we bought the family business. The financial assistance granted to us over the years has greatly helped us face various challenges and will certainly help us in the future. The renovation of our patio, for example, will have a significant and positive impact on our patron capacity and sales in the long term. We would like to thank the members of the team who are so kind, efficient and professional. Their thoroughness, attention to detail, support, collaboration, ability to listen and understanding of our needs make it a pleasure to work with them. The SADC des Laurentides is, without a doubt, an extremely important financial partner for us!"

Éric Marin and Caroline Thibault
 Restaurant Chez Milot

SUPPORT FOR ENTREPRENEURS

SADC and CAE VIRAGE VERT (GOING GREEN) PROGRAM

The objective of this program is to concretely stimulate the move towards environmentally-friendly practices throughout the regional Quebec eco-system. It allows companies to seek specialized expertise to guide them in improving their environmental and economic performance or to benefit from support for the implementation of collective sustainable development (SD) projects.



INCREASING SUSTAINABLE PROCUREMENT

"Merci la vie has been working towards a shift to green practices since last year. We created a responsible and sustainable source by growing our own vegetables. In doing so, we were able to develop two summer menu items that come from our land by optimizing our space with a vegetable garden. Not only has our travel decreased, but our raw material costs for these dishes have gone down by almost 50%. With the services of a sustainability consultant, we expect to double the efficiency of the experiment this year. We will be able to create more dishes from our garden over three harvest seasons. With a well-structured optimization plan organized into a timeline, we will be able to increase and even double our responsible sourcing this year."

Johanne Martineau, Boulangerie Merci la vie

BUSINESS TRANSFER SERVICES

Since the signing in December 2021 of the three-year (2022-2024) Desjardins Succession Partnership, the Laurentian and Antoine Labelle SADCs have increased their coaching, training and financing services for the acquisition and sale of businesses for entrepreneurs in their region. For the SADC des Laurentides, this partnership has allowed us to exceed the objectives established in advance on our territory.

Achievements

Coaching sessions: **75**

Number of transfers: **12**

Succession financing: 18 loans | **\$892 675**

With the collaboration of our partners (Desjardins and Services Québec), we have implemented training programs adapted to the issues faced by entrepreneurs who are in the process of selling or acquiring a business:

Training

6 training sessions offered

39 hours of individual and group coaching

101 participants

A SUCCESSFUL ACQUISITION STARTS BY SURROUNDING YOURSELF WITH THE RIGHT PEOPLE

Once they decided to acquire the natural products boutique La Rosée in Mont-Tremblant, the three business owners, Anie, Sébastien and Véronique, met with the SADC des Laurentides. They wanted to make sure they were well prepared and to evaluate the different acquisition and financing scenarios available on the territory. Through meetings and exchanges of confidential information, together we analyzed the historical results of the business, while establishing realistic financial forecasts, taking into account the selling price, the conditions required by the seller, the strong bond of trust between the parties involved, as well as the personal situation of each of them in a Covid context. This approach allowed the three buyers and the seller to take ownership of the best acquisition scenario. They were able to produce a plan of action at the time of entry, defining the corporate role of each party, as well as the post-transaction transition plan with the seller. Another successful acquisition!



BUSINESS MENTORSHIP

The mentoring service is offered in collaboration with the Réseau Mentorat and the support of the Laurentides RCM and the Pays-d'en-Haut RCM. It brings together experienced volunteers who offer their time, guidance and support to entrepreneurs in our territory.

Dyads

NEW MEMBERSHIP REQUESTS: **12**

RENEWALS: **16**

ACTIVE DYADS (AS OF MARCH 31, 2022):
24

Mentors

NEW MENTORS: **3**

MENTOR TOTAL: **17**

Mentoring unit activities

MENTOR MEETINGS:

4

MENTOR PARTICIPATION:

6 events

ONLINE DISCOVERY MEETINGS:

6



TEAMWORK MAKES THE DREAM WORK

Owner of Les Assaisonnements Épis d'Or, Nancy Painson makes hot sauces from a unique pepper. She chose to set up her operations at La Manufacture, a business incubator and accelerator, in order to make a gradual transition from artisanal production to more industrial methods. When it came to marketing her products throughout Quebec, Nancy sought the support of a mentor. Louise provides her with the support she would have liked to receive when she started her own business. Together, they form a magnificent team with a close working relationship.



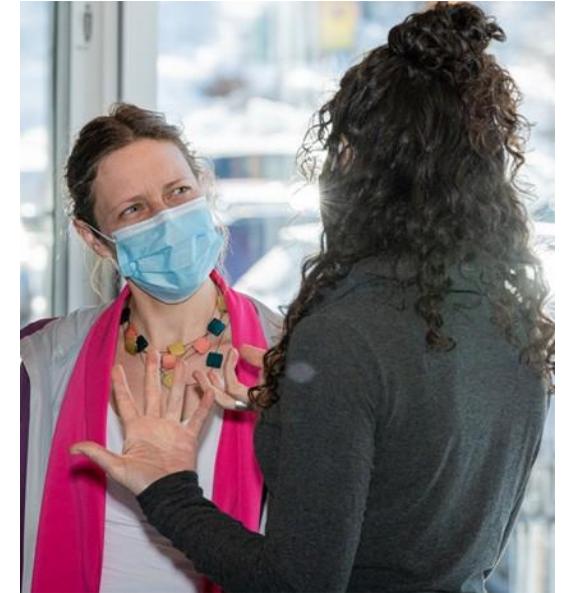
PANDEMIC-RELATED SUPPORT

Obtaining the Regional Relief and Recovery Fund (RRRF) from the federal government made it possible to offer direct financial assistance to businesses in our territory.

The technical support program, for its part, has made it possible to offer non-refundable contributions for the realization of projects that will help revive the operations of businesses through structuring initiatives.

LOAN ASSISTANCE FUND:
\$618 696 | 18 loans

TECHNICAL SUPPORT GRANT:
\$181 941 | 10 grants



SUPPORT WHEN YOU NEED IT

"October 1, 2021 marked the second anniversary of Backward Clock Sound! A lot has happened since then. Radio premieres, television coverage, and several industry awards. I just want to thank you for all the help, resources, support and structure you have given me over the past two years. I am infinitely grateful for your presence along the way!"

Jeremy Costa, Backward Clock Sound



OUR LOCAL DEVELOPMENT PROJECTS

This year, we invested \$49,300 in local development, which generated \$330,000 in investments in the community. These are collective projects that we initiated or projects initiated by our partners to which we contributed.

LOCAL DEVELOPMENT PROJECTS INITIATED BY THE SADC DES LAURENTIDES

BALADO ENTREPRENDRE SON FINANCEMENT

Entreprendre son financement offers sound advice for people seeking financing through a discussion between business advisors and entrepreneurs who have been through the financing process one or more times.

In collaboration with the Pays-d'en-Haut RCM, the CDE of the Laurentides RCM and Desjardins Entreprises.

- 4 EPISODES
- 4 BUSINESS COUNSELLORS
- 4 ENTREPRENEURS
- 72 MINUTES OF CONTENT

SHOW OSER SE LANCER

Oser se lancer takes a look at eight companies that started up in the midst of the Covid-19 pandemic. The economic uncertainty did not deter these entrepreneurs who had to show resilience and adaptation to cope with the new business environment.

In collaboration with Nous TV Laurentides.

 nous.tv/laurentides/emissions





ENTREPRENDRE
SON
FINANCEMENT

Écoutez notre balado

Entreprendre son financement

SADC des Laurentides

 sadclautentides.org/balados





The Labo-Entrepreneur-e is a training and coaching program for people starting a business. The 2nd edition ran from September 2021 to April 2022. The end of the program is marked by the Pitch Competition and the OSEntreprendre Challenge of the Laurentides and Pays-d'en-Haut RCMs.

Process

34 PEOPLE REGISTERED

6 ACTIVITIES

89 HOURS OF INDIVIDUAL COACHING

2^e edition of the Pitch Competition

10 PARTICIPANTS

4 BURSARIES AWARDED (\$2 000 in total)

www.sadclautentides.org/votepourmoi



"So rewarding on many levels! The lab provides training and coaching to better equip us as new entrepreneurs. It's also great to meet exceptional and passionate people, both experts and other entrepreneurs. We particularly appreciated the coaching sessions that follow the training sessions and that allow us to address certain aspects that are issues in the business. A great resource for start-ups!"

Olivier Chatigny and Isabelle Morissette

Régal Nomade

21 PARTICIPATING BUSINESSES IN THE LOCAL OSENTREPRENDRE CHALLENGE

7 LOCAL WINNERS IN THE PAYS-D'EN-HAUT AND LAURENTIDES RCMs



BIOFOOD



BeLOV Compagnie inc

RETAIL



Herb Origin



Boulangerie Jolifeu

SERVICES FOR INDIVIDUALS



Herbs & Calm

OPERATIONS, PROCESSING, PRODUCTION



X-Éco inc.

WORKING TOGETHER



Rouge Pin



Café O'Marguerites



SYNERGIE ÉCONOMIQUE LAURENTIDES

As a founding member of Synergie Économique Laurentides, the SADC des Laurentides is particularly involved in its direction and implementation in the region, in addition to being a financial partner of the organization. SEL has developed its reputation thanks to six years of large-scale achievements in circular economy and optimization of residual materials management. These projects have significant impacts on the economic environment of the greater Laurentides region. The organization mobilizes key players in the 8 RMCs in the pursuit of its eco-responsible and sustainable objectives. This year, the SADC des Laurentides contributed to the financing of the plastics recovery project, which aims to divert orphaned plastics from landfills.



PARTNERS PROJETS TO WHICH WE HAVE CONTRIBUTED :

- My Store, Next Door program, Greater Sainte-Agathe Chamber of Commerce
- - Evolutionary Management Program
- Food processing companies, CDE of Laurentides RCM
- Les Petites tablées interculturelles, Carrefour Jeunesse emploi des Pays-d'en-Haut
- Orphan plastics recovery project
- Videos of the Table d'action en entrepreneuriat des Laurentides, Connexion Laurentides
- Projet Urgence recrutement, CDE of the Laurentides RCM.

These group projects were made possible through the Mesure d'intervention locale (MIL).

OUR COMMUNITY INVOLVEMENT

Carrefour jeunesse-emploi des Pays-d'en-Haut

Chloée Elorie Chartrand
Member of the Board of Directors
Marie-Christine Rhéaume
Member of the *Place aux jeunes en région*
Committee
- Pays-d'en-Haut RCM

Comité la route de l'insertion - MRC des Pays-d'en-Haut

Sylvie Bolduc
Member of the Working Committee on
labour shortage

Conseil régional de mentorat des Laurentides (CRMLAU)

Josée Dufresne
Regional board member

Connexion Laurentides

Sylvie Bolduc
Member of the Board of Directors
Sylvie Bolduc
Executive Committee and Innovation
Committee

OSEntreprendre Challenge

Marie-Christine Rhéaume Organization
of the local level, Laurentides RCM/ Pays-
d'en-Haut RCM

Chloée Elorie Chartrand
Juror for the *Centre de services scolaires
Laurentides* school component

Économie sociale Laurentides

Josée Dufresne
Member of the Board of Directors

Investissement QC

Sylvie Bolduc
Regional Development Committee

La Manufacture

Sylvie Bolduc
Member of the Board of Directors

MRC des Pays-d'en-Haut

Jean-Sébastien Roy
Member of the Self-Employed Support
Committee (STA)
Jean-Sébastien Roy
Member of the Digital Development Fund
Committee

Sylvie Bolduc

Member of the Regions and Rurality Fund
Selection Committee

Sylvie Bolduc

Member of the Economic and Territorial
Development Committee

Partage Emploi

Jean-Sébastien Roy
Member of the Advisory Committee
working on labour shortage

SADC and CAE Network

Martine Paiement
Member of the Board of Directors
Sylvie Bolduc
Member of the Sustainable
Development Group
Sylvie Bolduc et Jean-Sébastien Roy
Working Group – Digital Development
Jean-Sébastien Roy
Member of the Digital Advisory Group

Synergie Économique Laurentides

Sylvie Bolduc
President of the Board of Directors

Tourisme Laurentides

Jean-Sébastien Roy
Member of the Analysis Committee for the
Laurentian Digital Development Agreement
for Tourism Businesses (EPRT)

Table Entrepreneuriat

Immigration des Laurentides

Johanne Brassard
Member of the Exchange and Reference
Committee on good practices for welcoming
and assisting immigrant entrepreneurs in the
Laurentian region

Université du Québec en Outaouais – Saint-Jérôme campus

Jean-Sébastien Roy | Trainer for the
entrepreneurial incubator at UQO



OUR COMMUNICATIONS

2021-2022

Website

15 006

Number of website visits

11 520

Number of people who visited the website

29 555

Number of pages viewed

Newsletters

11

Newsletters sent

Local media

7

Articles / interviews



2022-2023

ACTION PLAN

FINANCING

Introduce environmental responsibility into our financing program.

Maintain follow-ups with clients to maximize the growth of our businesses.

Adapt our financing products to the economic context and the needs of the entrepreneurial community.

SUPPORT FOR ENTREPRENEURS

Actively support the recovery efforts of businesses in our territory.

Increase the number of people assisted in the business transfer process (acquisition and sale).

Raise awareness in businesses about the advantages of going digital and implementing environmentally-friendly practices into their operations.

Offer ongoing support to people starting up a business through the Labo Entrepreneur.e cohort.

Expand our entrepreneur mentorship service.

LOCAL DEVELOPMENT

Actively participate in the identification and development of projects that promote economic recovery, in partnership with the territory's economic stakeholders.

Facilitate the transfer of businesses to our territory, projects related to workforce and housing issues.

Promote buying local.

Contribute to the development of structural projects such as La Manufacture, business incubator, and Synergie Économique Laurentides.

YOUR SADC

Team

Josée Dufresne

Mentoring Coordinator

Marie-Christine Rhéaume

Local Development and Communications Coordinator

Marilyn Breault Bolduc

Administrative

Assistant

Jean-Sébastien Roy

Business Services Director

Sylvie Bolduc

General Manager

Johanne Brassard

Business Advisor

Chloée Elorie Chartrand

Business Advisor



Board of Directors

Me Martine Paiement, President (1)
Cabinet MPGA

Alexandre Lacourse, Director (2)
National Bank

Charles Huot, Director (3)
Entrepreneur and Developer

Claude Charbonneau, Director (4)
Mayor of Saint-Adolphe-d 'Howard

Julie Nadeau, Director (5)
JND & Associé

Marc L'Heureux, Director (6)
Prefect of the Laurentides RCM and Mayor of Brébeuf

Marie-France Houle, Director (7)
Distribution Frankarl

Norman G. Bergeron, Director (8)
MultiAngle inc.

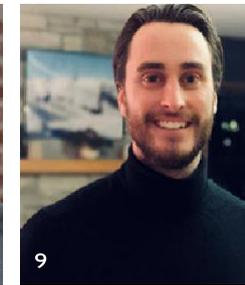
Samuel Bertrand, Director (9)
CDE of the Laurentides RCM

Also collaborating this year:

Kathy Poulin – Director

Louis Lapointe – Director

Martine Rouette – Director



Investment Committee

Charles Huot | Entrepreneur (1)

David-Olivier Leduc | BDC (2)

Malaiika Sagesse Lumbu | Étude Voizard&Voizard, notaires (3)

Martine Paiement | Cabinet MPGA (4)

Norman G. Bergeron | MultiAngle inc. (5)



Mentors

Christian Verronneau (1)

Claude Rousseau (2)

Daniel Drolet (3)

France Forget (4)

François Marcil (5)

Jocelyn Bérard (6)

Louis Lapointe (7)

Louise Lapointe (8)

Marie Provost (9)

Martine Paiement (10)

Michel Murdock (11)

Michel Savard (12)

Nathalie Denault (13)

Richard Daoust (14)

Stéphane Coulombe (15)

Sylvie Florent (16)

Sylvie Laganière (17)

Also contributing this year:

Christian David





CONTACT US

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