




Why firms should embrace start-ups

Dianne Mueller and Susan Watkin



A photograph of two young women with long blonde hair, one in profile and one from behind, talking at night. They are wearing dark jackets with fur-lined hoods. The background is dark with some blurred lights.

Take a few
moments to
CONNECT with
your neighbour

CPD Process

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- You must stay in the session for the duration of the training
- This session is eligible for **1 hours of CPD**
- CPD certificates are emailed directly to you within 4 weeks of the conference date to the same email address you used to register

Today's speakers



Dianne Mueller FCPB
Soma Small Business Solutions
Small Business Consultant
Grandmother to Cole
[@dmuellercpb](#)

and...



Susan Watkin MI, BSc.

Watkin Small Business Services Inc.
Accounting Educator, Small Business
Consultant & Start-Up Strategist

@watkinsbs



Startup vs Small Business

**And now for something
completely different...**



Our start-up: Green Thumb Garden Staging Service

Focus

- Landscape staging to improve curb appeal when selling a property.

Customer

- Real Estate Agents
- Home Stagers
- Home Owners

Product

- Containers, plants, lighting, sculptures, maintenance, design
- Some rental and some sales.

Locations - Multiple

- Toronto 2018, Montreal and Vancouver 2020

Preparing for the meeting

Things to consider before the meeting

Be prepared; don't wing it!

Specific tax considerations

Legal structure concerns

Equipment needs

Insurance

Organizations that can support their business



Strategy Session

HOW?

WHEN?

\$\$\$\$\$\$?



WHAT?

WHERE?

WHO?

Services for start-ups

Essential

- Pricing
- Burn rate
- Cashflow
- Risk management
- Strategy sessions
- Accounting software setup
- App integration
- Basic financial literacy
- Compliance

Complex

- Risk management - advanced
- Strategy sessions - advanced
- SRED programs
- Controllershship
- Capital and expansion planning

Financial funding options

- Seed money: founders, co-founders, other shareholders, family/friends
- Government Grants
- Crowdfunding
- Investors
- Micro-Loans
- Economic Development & Specialty Business Groups



Finding New Startups to work with

My First Year in Business A Financial Overview

I've started a Business! But...what about the Books ?

Presenter: Dianne Mueller FCPB
Certified Professional Bookkeeper

**Startups are everywhere
and they want to learn!**



Words ^{OF}
WISDOM



Words of Wisdom - Our top points to consider

Dianne

EDUCATE!

Basic financial literacy is critical for startups and new small business owners.

With limited funds in the beginning budgeting and cashflow will be necessary from the get go! They must know their burn rate.

Susan

LISTEN!

Actively listen to what they have to say, don't only think about what you're going to say.

If you don't really hear them, you won't understand what they need from you and you're losing an opportunity.



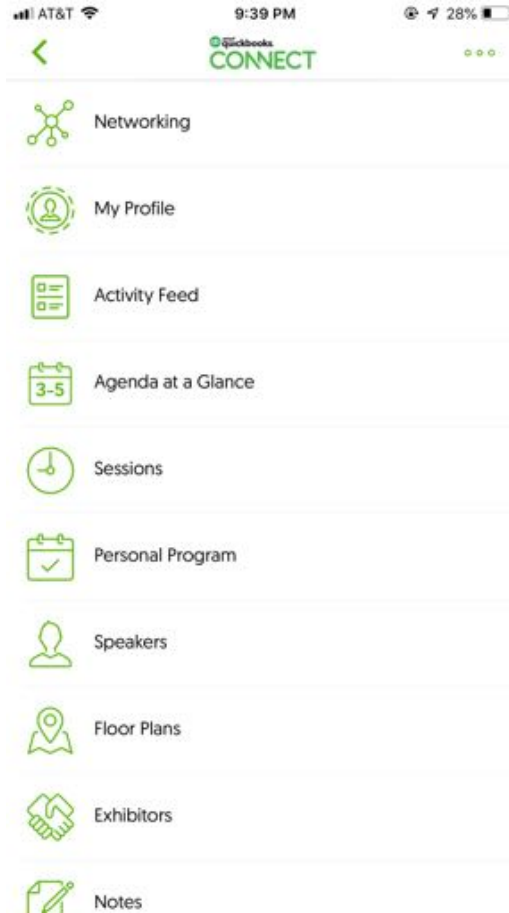
Turn a perceived risk into an asset”

Aaron Patzer, Mint founder

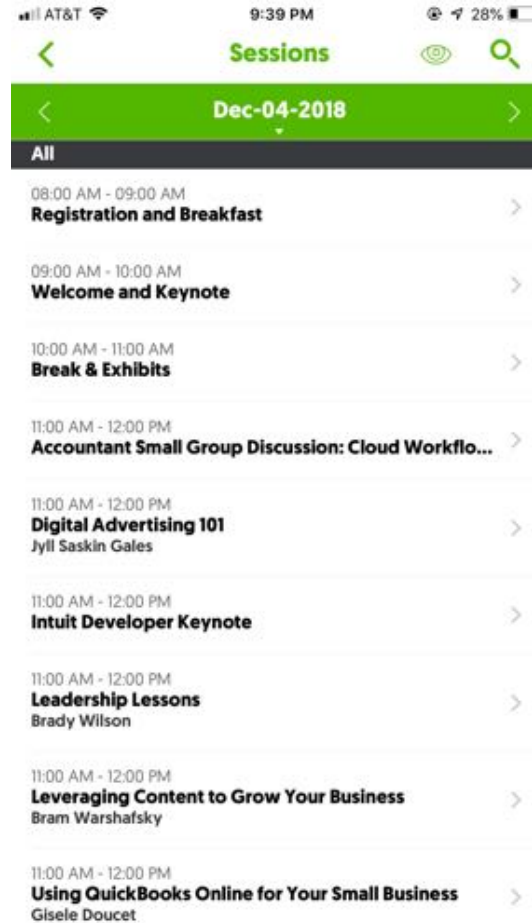
Questions?

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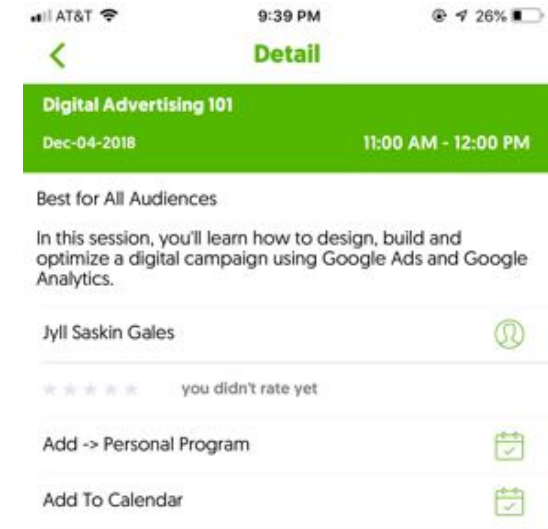
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11:00 am-12:00 pm

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Using QuickBooks Online for Your Small Business	+
Warrior Approach to Productivity • session repeats	+
Accountant Small Group Discussion: Cloud Workflows	+
Intuit Developer Keynote • session repeats	+

 **intuit**
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