

# Starter Company Plus Grant Expenditures



## What can I spend the grant on?

The grant must be spent on business expenses. It is considered taxable income for the government, so please be advised that it may affect any assistance you may be receiving.

### Common expenditures:

- Tools and equipment
- Computers (max. \$1,000)
- Office equipment (paper, printer, ink, storage)
- Materials for creation of a product
- Inventory of a product
- Marketing materials (business cards, website, logo creation)
- Social Media Marketing (including Google AdWords) (max. \$500)

### Ineligible expenditures:

- Salaries (employees or owner's draw)
- Personal rent/mortgage
- Vehicle purchase/maintenance
- Repayment of business debts
- Insurance (you must have this before applying for funding)
- Purchases that would be considered personal in nature