



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 your tax reporting, so please be advised that it may affect any assistance you may be receiving (e.g., Ontario Works, Ontario Disability Support Program, Employment Insurance).

Examples of common expenditures:

- Tools and equipment
- Computers (limit of \$500)
- 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) (limit of \$500)
- Business insurance

Ineligible expenditures:

- Salaries (employees or owner's draw)
- Personal rent/mortgage payments
- Vehicle purchase, maintenance, or repairs
- Repayment of business debts
- Purchases that would be considered personal in nature