

## **PRESS RELEASE FOR IMMEDIATE RELEASE**

# **ADDITIONAL SUPPORT FOR ENTREPRENEURS FROM LA RUCHE ESTRIE!**

**Granby, August 28, 2017** – Granby Industrial, through its Entrepreneuriat Haute-Yamaska (EHY) component, and the Centre d'aide aux entreprises Haute-Yamaska et région (CAE) are proud to be associated with La Ruche Estrie to provide new financing tools to local entrepreneurs.

La Ruche is a Quebec-based proximity crowdfunding platform whose mission is to foster the development of structuring projects in local communities.

### **A Win-Win Partnership**

“Our goal is to give entrepreneurs in the Haute-Yamaska privileged access to crowdfunding,” explains Patrick St-Laurent, general director of Granby Industrial. “It’s a current financing method: Benefiting from the support of a community, a project can come to life through many individual financial contributions, no matter how small,” he adds. In addition, contributors can receive perks offered by promoters (exclusive products, special offers, discounts, etc.) depending on the nature of the project and the size of the contribution.

“This is an opportunity for us to have a very dynamic region in terms of entrepreneurship,” states Isabelle Brochu, general manager of the CAE. “Our partnership with La Ruche will strengthen ties between locals and those spearheading structuring initiatives.”

One of the advantages of this type of financing is that businesses can verify the potential of products and services before marketing them on a large scale. Because they benefit from presales, start-ups will already have some clients, reducing risk considerably!

### **An Economic Lever**

To be eligible, projects must contribute to the region’s development in various sectors (culture, community, entrepreneurship, events, sports, environment, architecture, technology, or design). During their campaign, entrepreneur-promoters must present a video explaining who they are, what they will accomplish with the aid they receive from supporters, and what they will offer with the contributions they collect.

During the process, entrepreneur-promoters will have the opportunity to be accompanied by the La Ruche team to maximize their chance to succeed. “What distinguishes La Ruche from other crowdfunding platforms is the coaching before, during, and after the campaign. We also

rely on a network of ambassadors—experienced people who provide promoters with feedback, guidance, and advice so that their campaign is the best that it can be. This approach helps to increase the influence of the campaigns, which improves the projects significantly,” states Véronique Vigneault, director of La Ruche Estrie.

To this crowdfunding can be added other financial assistance offered by local partners. While EHY offers grants for start-ups in certain niches, the Fonds local d’investissement (administered by EHY) and the FIJE Fund of the CAE are other examples of financing tools for start-ups.

### **About La Ruche**

La Ruche’s mission is to encourage the emergence of projects stimulating the influence and vitality of a given area. Through its proximity crowdfunding platform, La Ruche actively contributes to the development of new projects in the province of Quebec. La Ruche innovates through its non-profit organization structure, its coaching, its ambassadors, and its regional proximity concept. Since its launch in 2013, \$1,938,556 has been collected by 16,355 contributors, which has led to the realization of 193 new projects. La Ruche has been active in Estrie since June 2017.

For more information, visit: [laruchequebec.com](http://laruchequebec.com).

### **Coming Workshop**

On September 14, EHY and the CAE are holding a workshop on crowdfunding. The workshop will begin at 5 pm at Noburo. For more information, visit:

<https://www.eventbrite.ca/e/billets-le-financement-participatif-de-proximite-atelier-avec-laruche-37221459387>

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*On the attached photo: Frédéric Bonner, business advisor at Entrepreneuriat Haute-Yamaska, Véronique Vigneault, director of de La Ruche Estrie, and Isabelle Brochu, general manager of the Centre d’aide aux entreprises Haute-Yamaska et région*