

Grant Thornton

# Business Boost

Powered by Xero

**A program to empower small businesses with big potential.**

## Program details

The pandemic has been challenging for everyone—for women, this has meant juggling personal and professional responsibilities and greater financial uncertainty. Small business owners have had to remain flexible and adaptable in business and as we look forward, the importance of mastering digital technology has never been greater.

Grant Thornton and Xero share a passion to make life better for people in small business and have partnered to support and elevate women entrepreneurs across Canada to drive their business forward. Five businesses will be selected to participate in Business Boost, a 30 day growth-focused program that empowers women-owned small- and medium-sized businesses with Grant Thornton's experience and Xero's technology. This combination can boost your business with more productivity; efficiency; and data-driven, growth-focused insights.

### Program benefits and services:

- A customized cloud accounting solution from a Grant Thornton advisor to solve your businesses most pressing pain points
- A free two-year subscription to Xero accounting software, including a subscription to Hubdoc, a document collection and management application
- Set up and support from a Grant Thornton advisor
- Training for you and your staff on your cloud accounting ecosystem
- Key performance indicators designed to drive and measure success

## How to apply

To apply, visit <https://www.grantthornton.ca/campaign/business-boost> and complete the application form. Applications must be submitted by Friday, November 5, 2021.

# FAQs

## **How can I participate in the program?**

To apply, visit <https://www.grantthornton.ca/campaign/business-boost/> and complete the application form. A selection committee from Grant Thornton and Xero will review all applications and based on the program criteria will select businesses for the program.

## **Who can apply?**

The program is open to Canadian businesses (excluding residents of Quebec) with one hundred (100) employees or less. Owner or founding member must identify as a woman and a Canadian citizen who has reached the age of majority in their province.

## **When can I apply?**

Applications for the Business Boost program are now open and will be accepted until November 5, 2021 11:59 p.m. Eastern Standard Time. The program will reopen for applications in February 2022.

## **What are the costs to participate in the program?**

Each business will receive a free two-year Xero subscription and a free cloud accounting solution from Grant Thornton. Grant Thornton advisors may also recommend that Participants purchase subscription(s) to additional cloud accounting applications as advisable for such Participant's business. The cost, inclusive of all fees, taxes, and the like, of such additional subscription(s) is the sole responsibility of the Participant. Participants may choose not to purchase the recommended subscriptions.

## **How and when will selected program participants be notified?**

Selected participants will be contacted via email or phone call on or before November 10, 2021 and must provide written consent to the program Terms and Conditions within 5 business days.

## **When will the program start?**

The program will begin November 2021.

## **About Grant Thornton LLP in Canada**

[Grant Thornton LLP](#) is a leading Canadian accounting and advisory firm providing accounting, audit, tax and advisory services to private and public organizations. We help dynamic organizations unlock their potential for growth by providing meaningful, actionable advice through a broad range of services. Grant Thornton LLP is a Canadian member of Grant Thornton International Ltd, whose member and correspondent firms operate in over 130 countries worldwide.

## **About Xero**

[Xero](#) is a cloud-based accounting software platform for small businesses with over 2.7 million subscribers globally. Through Xero, small business owners and their advisors have access to real-time financial data any time, anywhere and on any device. Xero offers an ecosystem of over 1,000 third-party apps and 300 plus connections to banks and other financial partners. In 2020 and 2021, Xero was included in the Bloomberg Gender-Equality Index and in 2020, Xero was recognised by IDC MarketScape as a leader in its worldwide SaaS and cloud-enabled

# FAQs

small business finance and accounting applications vendor assessment.