2027 WES ECOSYSTEM FUND

Scope & Budget

Contracted provider | Systems Business Coach Inc.

An established, research-informed small business coaching and education system: **52 business competencies**, the Effective Business Coaching Method, advisor training, licensed tools and *The Successful Small Business Systems Field Guide*. Delivered in **English and French**, nationally. The eligible nonprofit leads the application; SBC is a contracted provider.

> WES projects range from **$250,000 to $6 million.** The figures below are contracted-provider **line items within your project budget**, not standalone projects — combine or scale them to fit.

START HERE Build a Stronger Woman-Owned Business — $50,000

100 women entrepreneurs · 10 weeks

$500 per participant · four cohorts of 25

A practical, 10-week business development programme covering business structure and strategy, financial management and profitability, operations and systems, team building and leadership, and marketing and sales.

- Registration and onboarding for 100 women entrepreneurs
- Four cohorts of 25 participants, for meaningful engagement
- Ten weeks of live, facilitated group coaching and business education per cohort
- Digital access to The Successful Small Business Systems Field Guide for each registered participant
- Practical tools, templates and implementation activities
- Qualified SBC facilitators and complete programme delivery

Optional one-to-one coaching can be arranged at $150 per hour, separately from the programme fee. In-house coach training for your team is also available — see Option 2. This is the smallest WES project engagement SBC commits to.

OPTION 2 Train your advisors

10 professionals · 3-year institutional programme

A 14-week advisor programme (6-week Coaching Skills Bootcamp plus 8 applied SBC certification-content modules). Trained advisors use approved SBC materials with Registered Clients under a current institutional licence. An annual pool of 300 new digital Field Guide registrations serves up to 10 authorized advisors.

One-time advisor training	10 × $2,995	**$29,950**
Digital Field Guide + registered client access	900 new clients × $69	**$62,100**
Institutional methodology and resource licence	3 years × $10,000	**$30,000**
Proposed 3-year total	Year 1 $60,650 · Years 2 and 3 $30,700 each	**$122,050**

The 900 licences are for 900 different entrepreneurs; they are not reusable seats. Additional Registered Clients at $69 each. Approved tools, templates, slides and presenter notes are used by authorized advisors within licence limits. No transfer of IP ownership, sublicensing or train-the-trainer rights. Delivery authorizations are listed in the contract.

OPTION 3 Train and coach at scale

250 participants

$495 per participant · ten cohorts of 25 — **$123,750**

The same 10-week programme as the entry option, delivered at larger scale: ten cohorts of 25, live group facilitation and coaching, a copy of the Field Guide for each participant, approved learning tools and standard participation reporting. Individual 1:1 coaching is not included and is quoted separately.

OPTION 4 Equip 1,000 women entrepreneurs

physical Field Guides and resources

$160 per guide + $21 shipping · 1,000 participants — **$181,000**

Supply 1,000 physical copies of *The Successful Small Business Systems Field Guide*, plus each participant's registered digital access and approved tools, subject to SBC end-user terms. No live coaching or course facilitation included.

Delivery. English and French SBC coaching and facilitation capacity. Region, cohort schedules, translation and participant support are finalized with the applicant. The eligible nonprofit leads the WES application; SBC is a potential contracted educational and coaching services provider.

Pricing basis. All prices in Canadian dollars and indicative — subject to scope, applicable taxes, regional shipping, procurement requirements and formal quotation. Advisor training at $2,995 per person, $495–500 per person for entrepreneur cohorts, $150 per hour for 1:1 coaching, and $160 + $21 per physical guide are management-supplied planning inputs. All offers are nonbinding until contracted.

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