



Launch Victoria Program Guidelines

1. Program Overview

The City of Victoria (the City) and the Greater Victoria Chamber of Commerce (the Chamber) invite early-stage entrepreneurs with a business plan to apply for a one-year start-up incubator program. Through one year of Chamber membership, structured guidance from the City's Business Hub, business events, coaching, meeting space and access to resources, the program will help participants move through the critical idea-to-launch phase of starting a business. The purpose of the program is to support early-stage entrepreneurs and set them up for success in Victoria.

2. Program Details

- **Duration:** One-year pilot program from October 1, 2026 - September 30, 2027
- **Cohort Size:** Up to five entrepreneurs per cohort

3. Eligibility & Application Process

Interested parties are invited to complete an [application form](#).

Timeline:

Application Deadline: Sept. 9, 2026

Application Review: Sept. 9-21, 2026*

Application Notifications: Sept. 23, 2026

Updated July 2026

Program Start Date: Oct. 1, 2026

Program Completion: Sept. 30, 2027

*Shortlisted applicants may be invited to interviews during this time.

Participants should meet the following criteria:

- Early-stage entrepreneurs (idea stage to newly launched business)
- Commitment to launching or formalizing a business within the program period
- Ability to actively participate in coaching, meetings and events
- Located in or intending to operate within the City of Victoria
- Submit a business idea and preliminary business plan as part of the online application; successful applicants may be invited to present their concept during the interview stage.

4. Program Supports & Benefits

Each participant receives the following benefits that must be used by the end of the program term (October 1, 2026 - September 30, 2027):

Membership Benefit

- One-year Chamber membership provided to each participant (valued \$622)

Business Hub Support

- A minimum of one hour of tailored business support per quarter with the City's Business Ambassador
- Guidance on business licensing and City processes
- Connections to relevant business resources

Coaching Access

Participants will have access to a network of coaches and subject matter experts who can provide guidance in areas such as:

- Business strategy
- Legal guidance
- Accounting and bookkeeping
- Marketing and communications

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- Website development
- Human resources

Note: Mentors provide guidance and advice based on their expertise and do not provide professional services.

Meeting Space & Networking

- Up to five complimentary Chamber boardroom bookings, subject to availability
- 25% discount on additional boardroom bookings, subject to availability
- Access to Chamber networking events
- One complimentary Business Leaders event (approximately \$75 value)
- Access to Business Hub workshops and programming

Visibility & Promotion

- Promotion through:
 - City/Business Hub and Chamber newsletters (promoting program and participants)
 - City/Chamber social media platforms (promoting program and participants)

Peer Support

- Access to a private LinkedIn group for program participants

5. Participant Expectations

Participants are expected to:

- Attend scheduled meetings with Business Ambassador and coaches
- Participate in networking opportunities and program events
- Work toward defined business milestones (e.g., licensing, launch, first clients)
- Provide feedback through surveys and evaluation activities