

Frequently Asked Questions

What is MNP Future Leaders?

MNP Future Leaders is a mentorship program promoting living, learning and working in our community. It provides an opportunity for young entrepreneurs to receive the support, advice and tools they need to succeed in today's dynamic business environment.

Why was the program created?

As an entrepreneurial firm built for entrepreneurs, MNP is proud to support our local business communities and young business leaders. The MNP Future Leaders mentorship program was created to recognize the importance of new and growing businesses – the lifeblood of our economy.

2018 marked the inaugural year of the MNP Future Leaders mentorship program. The mentorship program runs annually, with applications opening in early April and the submission deadline falling late in the spring. This year's application deadline is **May 26, 2021**.

Who can apply?

Applications may be submitted by either an individual or a business. If a submission is made on behalf of a business, a representative must be elected as their primary contact / spokesperson for the program.

Candidates who are still at the ideation stage in their business development are eligible to apply. If a company isn't up and running yet, the application should be completed as if they are launching their business.

Previous applicants and/or finalists are eligible to submit a new application or be nominated in the new program year, however, previous winners are not eligible to be nominated for the award for a three-year period.

What is the application process?

An individual or a business can either self-nominate or be nominated by another individual or business.

To self-nominate, individuals can visit www.MNP.ca/futureleaders to apply by the **May 26, 2021** deadline.

To nominate another individual or business, a nomination email can be sent to MNPFutureLeaders@mnp.ca and MNP will contact the nominee to request that they complete the online application.



The nomination email must include the first and last name of the individual or business, title and business name, as well as contact details (email address, telephone number and address). Nominations must be received far enough in advance of the **May 26, 2021** application deadline to allow nominees to complete the application form in its entirety and submit any accompanying documents. The application deadline is firm – submissions received after the deadline has passed will not be accepted.

What are the eligibility criteria for the program?

Individuals should be between the ages of 18 and 40 and an owner/operator of a business or in a management position at an existing business as part of a succession plan.

Applicants should live, learn or work within Peel Region (Brampton, Caledon, Mississauga) or Oakville and meet one of the criteria below:

- Reside in Peel Region or Oakville
- Be a graduate or current student from a post-secondary institution or a member of an incubator or co-working space in the area
- Operate a business or serve customers locally

What do winners receive?

The three successful candidates receive professional mentoring, guidance and advice from an experienced MNP partner for a year and full memberships at participating boards of trade and chambers of commerce. They also receive a consultation with media experts and a profile enhancement strategy, and a personalized award acknowledging their accomplishment as an MNP Future Leader.

MNP mentors will share their knowledge and experience to help winners elevate their business. Depending on their needs, they can work with the winners to:

- Develop a strategic business plan
- Establish competitive benchmarks
- Scale their business
- Manage their business challenges
- Identify process improvement opportunities
- Build an effective network of business advisors

As part of their membership, board of trade and chamber of commerce members receive insights on current industry trends and public policy issues, advocacy support and access to networking and growth opportunities.

MNP Future Leaders will receive a consultation with media experts, who will work with them to develop a media plan to enhance their profile within the local community.

Winners will be featured in the ongoing promotion of the program.



MNP Future Leaders

Inspiring and Guiding Our Next Generation of Business Leaders

How are the winners chosen?

Once the online application is submitted, it is reviewed to ensure it meets the eligibility criteria. The selection committee will then evaluate all eligible candidate applications to identify finalists. The selection committee will consider the following criteria when evaluating applications:

- Demonstrated commitment to fostering innovation (including diversity of thought)
- Promotion of exceptional business standards and ethics in business operations
- Dedication to business achievement and plan for future growth

For more information on what the selection committee is looking for, refer to the detailed evaluation criteria available in the toolkit on www.MNP.ca/futureleaders.

The shortlisted finalists will be invited to deliver a short virtual business pitch to the selection committee. The individual or business contact / spokesperson may elect to have a teammate join them for the virtual presentation. Once all finalists present, the selection committee will deliberate and choose the successful candidates, for a total of three winners. The MNP Future Leaders will then be announced.

The selection committee is comprised of program partners from participating post-secondary institutions, municipalities and boards of trade / chambers of commerce in Brampton, Mississauga and Oakville, and our media sponsor. Our 2021 selection committee members can be found at www.MNP.ca/futureleaders.

Who are the program partners?

MNP has partnered with key local stakeholders who share the same goal of supporting youth entrepreneurship in our business community.

Program partners include Ryerson University, Sheridan College (EDGE), University of Toronto Mississauga (ICUBE UTM), City of Brampton (Brampton Entrepreneur Centre), City of Mississauga, Town of Oakville, Brampton Board of Trade, Mississauga Board of Trade, Oakville Chamber of Commerce and Star Metroland Media.

Who is MNP?

MNP is one of the largest national accounting and consulting firms in Canada, providing client-focused accounting, taxation and consulting advice. National in scope and local in focus, MNP has proudly served individuals and public and private companies for over 60 years. Through the development of strong relationships, MNP provides personalized strategies and a local perspective to help them succeed. For more information, visit www.MNP.ca.

For more information about the program, contact Alice Bolton at 416.613.3196 or email MNPFutureLeaders@mnp.ca.

