



WATERLOO REGION SMALL BUSINESS CENTRE

Information, Tools and Resources for Local Businesses During COVID-19

- **City of Kitchener – Economic Development**
[COVID-19 Economic Support & Recovery](#)
- **Government of Canada**
[COVID-19 Resources for Small Business](#)
- **Province of Ontario**
[Ontario Together: help fight Coronavirus](#)
- **Greater Kitchener Waterloo Chamber of Commerce**
[COVID-19 Resources For Your Business](#)
- **Communitech**
[Covid-19 Info Centre](#)
- **Canadian Federation of Independent Business**
[Small business tools and resources](#)
- **Manufacturing Innovation Network**
[Covid-19 Information Page](#)
- **Excellence in Manufacturing Consortium**
[Coronavirus Advice: How Employees Can Protect Their Staff and Business](#)
- **MaRS Discovery District**
[Government programs available to support Canadian entrepreneurs through the coronavirus pandemic](#)

Business Tools and Free Resources

- **Google for Small Business**
[Use best practices through Google's resources to keep customers informed about your business during COVID19](#)
- **Sociavore**
[Helping independent restaurants sell gift cards and sell online \(takeout /curbside pickup\). Restaurants can go live to sell within 24 hours. Free 90 day trial available.](#)
- **Shopify**
[One platform with all the ecommerce and point of sale features you need to start, run, and grow your business. Free 90 trial available.](#)
- **Canva**
[Fast-track your ability to create our own professional-looking marketing assets with this easy to use platform.](#)
- **Digital Main Street**
[Digital Main Street is supported by key features that assist main street businesses as they adopt digital tools, technologies and services](#)
- **GastroFork**
[Easy-to-use used tools for food businesses with delivery services.](#)
- **Vidyard**
<https://www.vidyard.com/press-releases/free-video-tools-during-covid-19/>
- **Hubspot Academy**
[Digital support to virtually sell, answer questions, and provide customer service using social media marketing.](#)
- **MaRS Discovery District**
<https://learn.marsdd.com/collection/managing-cash-flow-during-covid-19/>
- **CBC Arts**
[Information for Canadian artists and freelancers to find help during COVID-19 shutdowns.](#)
- **Waterloo Region Small Business Centre**
Meeting with business advisor through video conference either one on one or advisor lead peer groups.
[By appointment: info@waterlooregionsmallbusinessca](mailto:info@waterlooregionsmallbusinessca)

Relevant Webinars

- **BDC Webinar - Wednesday, March 25 2020, at 12:00pm**
[How to Cope With The Impact of COVID-19 on Your Business](#)
- **MaRS Discovery District**
[Adjusting Growth Strategy for COVID-19: How to adjust your sales, marketing, and customer success strategy, including supporting your people, leveraging tools and consolidating resources during the COVID-19 pandemic](#)
- **BDC Webinar – Available now**
[Digitize your business and gain a competitive edge with a step-by-step plan](#)
- **BizLaunch – Available now**
[In this webinar, you'll learn how to write a business plan that will help you develop a really effective growth strategy.](#)