

PORTRAIT OF OUR ENTREPRENEURS

INVESTORS' REPORT, JUNE 2023



SUPER CONDIMENTS

*Grocer-café and meeting place in
Outremont*

Lara Zamani et Dimitri Saint-Louis

Super Condiments is Lara and Dimitri's pet project. A couple determined to succeed with a neighbourhood grocery store and café in Outremont.

« The business plan was very challenging. But what was great with Microcrédit Montréal, compared to other structures, is that we felt that if we kept working on our project, the 'yes' would come. They even referred us to Mr. De la Cruz, an entrepreneur and Microcrédit Montréal investment committee member, who volunteered his time to help us with our numbers. It was amazing!

Lara Zamani - cofounder, Super Condiments

COLLECTIF LUTHERIE MONTRÉAL

A collective of violin-makers and bow-makers under one roof

In fall 2022, five violin-makers from the Collectif Lutherie Montréal moved into their new, freshly renovated premises in Rosemont, partly thanks to support from Microcrédit Montréal. This was a great milestone for this collective, which aims to share expertise about a craft Montréal is recognized for worldwide.

"Microcrédit Montréal's help was fabulous, because the process was really fluid, and it allowed us to stay on pace. They're used to financing startup projects, and when we talked to our representative, we could feel that she really wanted it to work!"

Isabelle Wilbaux, violin-maker, cofounder Collectif Lutherie Montréal



Entrepreneurship 2022–2023

\$265,469
in loans granted

308
entrepreneurs
supported

33
loans granted

\$1.36 million
in loan
capitalization

Women's entrepreneurship

More talent than ever

TRAINING AND CUSTOM SUPPORT

Women now represent over 70% of Microcrédit Montréal's clients. Those who have a business project can join our group support program for women entrepreneurs. During the training, the participants learn to more clearly define their projects, build a business plan, learn the business and financial aspects of running a business and expand their understanding of marketing and commercialization.



+ 70%
of Microcrédit Montréal
clients are women



Our approach, which is based on sustainable livelihoods, not only helps entrepreneurs advance their projects but also **guides them in taking charge of their lives and their assets, leveraging their skills and increasing their motivation and self-confidence.**

Testimony from our women



"I didn't realize there were so many steps, like the business plan and all the related processes! The training allowed me to overhaul my project, especially from the marketing perspective. Today I am better at selling myself to an institution or bank, at an event or on social media. The program also helped me consider how to set myself apart. People, including people in my Black community, still have a lot of prejudices that I have to deconstruct about my activity.

At Microcrédit Montréal, all the people who supported my group of entrepreneurs were humble and welcoming, and they gave us all the information we needed and more! It showed me that women can help each other, support each other, regardless of our background."

Nafissatou Murana



"This program changed a lot of things for me. Before, I had clients and I was growing, but the training gave me the certainty that I was on the right track and that I could succeed. I really like the approach and the intelligence of Florence, Karine and all the other workers, and the support they gave me outside of class. It structured me. In a sense, it gave me power! Being a woman entrepreneur is not just about the business. The woman's entire life has to be taken into account. The training was well suited for that, and the instructors were open to that reality. I still have to work on my finances to be able to apply for loans and grants, but I know they're going to be able to guide me! The support that the women offer each other is also important. We stayed in contact with the other program participants. It lets us talk about our ideas and help each other."

Luzia Cachoeira

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