

Guidelines

Tell Us Your Innovation Story

We want to know how innovation and creative thinking make your Haliburton County business successful.

To show the world that Haliburton County is a place where innovative businesses thrive, we are writing stories about local businesses and publishing them on our new website. Three innovative businesses will be selected from the story entries, and will be featured in their own promotional video. The deadline to be considered for a video is September 1st.

If you're interested in having your innovative business featured on the HCDC website, you can e-mail us at creativeeconomy@haliburtoncdc.ca or call us at 705 457-3555.

We will be happy to write your story. One of our staff will set up a time to ask you questions and get the information for your story.

You are also welcome to write your own story. We have listed some questions below that might be helpful in putting your story together. Once your story is complete please e-mail to: creativeeconomy@haliburtoncdc.ca. If you have questions give us a call 705-457-3555 or send us an e-mail.

Innovative Haliburton Questions:

1. Please give us a thumbnail sketch of the business:
 - What types of products do you produce or what types of goods and services do you sell?
 - When and how was your business started?
 - How many people are employed?
 - Where are you located in Haliburton County?
 - What kind of facilities do you have for your business?
2. Why did you choose to operate your business in Haliburton County?
3. Where do you sell your products and services?
4. How has your business changed over the years?
5. Innovation
 - What innovative things do you do in your business to help you be successful?
 - Some types of innovation might include:
 - Applying new ideas to or creating new applications for existing services, products and processes.
 - Combining existing services, products and processes to create new products or services.
 - Creating a new product or service to address current and future needs and demands.
 - Creating new ways or communicating to increase the value of services and products
 - Creating intellectual property.
 - Are there innovative things that you are doing with your marketing? Customer service? Staff recruiting and retention? Administration?
 - Are you using "new technology" in some part of your business? How are you using it?
6. Where do you see your business going in the future?
7. Have you used the services of HCDC? How was this helpful for your business?



HALIBURTON COUNTY DEVELOPMENT CORPORATION
A Community Futures Development Corporation
