Desjardins Business

ABOUT DESJARDINS BUSINESS PARTNERSHIPS

Partnership applications submitted to Desjardins Business should foster business development and promote entrepreneurs and the business community.

INVESTMENT CRITERIA

We are looking for partnerships that drive economic development in sectors like manufacturing, agriculture and retail trade in Quebec and Ontario.

More specifically, projects must:

1. **MEET A NEED OR OFFER OPPORTUNITIES FOR OUR MEMBERS AND CLIENTS**
   For example: tackling the labour shortage, promoting digital transformation or helping the applicant grow their business internationally.

2. **PROVIDE AN OPPORTUNITY TO PROMOTE OUR SERVICES AND/OR MEMBERS AND CLIENTS WHO ARE ENTREPRENEURS**
   For example: as part of panels or discussions.

3. **SUPPORT STARTUPS, GROWTH AND/OR ACQUISITION ENTREPRENEURSHIP**

ELIGIBILITY CRITERIA

Partnership applications must:

1. Tie in with Desjardins Group's mission and address one of its client segments
2. Correspond with one of the investment niches listed above
3. Promote business development
4. Be submitted by a Desjardins Business member or client or an applicant who agrees to become a member or client before signing the agreement
5. Provide specific, measurable benefits for members and clients and/or businesses
6. Arrive at least 3 months before the event
7. Attract attention at a provincial, national, or international level
8. Offer exclusive status in the financial institution category or one of the following segments: banking, insurance or credit cards
9. Support sustainable development

EXCLUSION CRITERIA

1. Activities promoting alcohol or drug use

2. Applications limited to logo design or requests for membership or to join a board, provide media content or subsidize salaries or operations
3. Organizations already receiving support from another Desjardins component or caisse
4. Audio-visual productions
5. Applications from organizations that are not financially sound
6. Projects connected to political parties, candidates belonging to political parties, religious groups, special interest groups and lobbyists
7. Applications submitted as part of a mass solicitation
8. Personal projects or projects that concern only one person