How to start multiple subflows based on multiple list selection

Hi all,
can anyone assist me ?
here is the issue I cant solve:
I would like to have automatic creation of sub flows after a multiple selection of checkboxes.
Like that:
lets say I have sub flow name CONTRACTOR_SALES_LEADS
and when I have a sales lead, I would like to chose a few contractors (2 or more) by checkboxes, and after pressing a button, multiple instances of CONTRACTOR_SALES_LEADS sub flows must appear, each one per selected contractor (the checkboxes).
I assume I have to pass for each sub flow a variable lice contractor_name according to the selected checkbox, but how to automate it?
Any help is more then welcome,
John