



KANESATAKE BUSINESS AND ECONOMIC DEVELOPMENT

**APPLICATION FOR FUNDING
(START UP FUNDS)**

Date: _____

Name of Applicant(s): _____

Company name: _____

Address: _____

Phone ()

Mobile ()

Email: _____

Website URL: _____

Describe the product or service your business provides:

Industry sector

- ☐ Retail
- ☐ Manufacturing
- ☐ Service
- ☐ Franchise
- ☐ Other

How is your business structured? (check one)

- ☐ Sole proprietorship
- ☐ Partnership
- ☐ Corporation

Business ownership and management

Owners and key personnel/principals

NAME	TITLE/RESPONSIBILITIES	% OF BUSINESS HELD

Describe your management team. What are your/their qualifications, strengths and weaknesses?

Professional advisors

Accounting firm _____ Location _____

Name of accountant _____

Law firm _____ Location _____

Name of lawyer _____

Bank _____ Location _____

Name of advisor _____

Related companies or joint ventures: List any other companies your business is associated with and provide a description of the relationship.

Elements of your business plan

The process of researching and writing your business plan can be the perfect time to refine and further develop your idea, while consulting with your team of experts and advisors as you plan each area.

Use this checklist and planning map to help keep track as you research and gather the essential categories of information generally included in a business plan.

	In progress	Complete
○ Analysis of the industry		
○ Analysis of competitors		
○ Marketing plan		
○ Team bios		
○ Management		
• Key employees		
• Human resources plan		
• Policies and procedures		
○ Operations plan		
• Equipment / technology / R&D / environmental aspects		
• Business location requirements		
○ Financial forecasts		
• Financial performance, historical and projected		
• Sales, cost of goods sold, expenses, income statement, balance sheet, cash flow budget, financing requirements and personal financial statement		
○ Target dates and action plans		
○ Executive summary		

Market and competitive analysis

A successful business plan accounts for the environment you will operate in: your customers, market forces facing your business, availability of suppliers, competition and market trends.

What business sector/industry are you in?

How many years have you been in this industry and what experience do you have in it?

What geographic areas does/will your business service?

- ☐ Local
- ☐ Provincial
- ☐ National
- ☐ North America — Specify key markets

- ☐ International — Specify key markets

Target customers: Briefly identify your primary customers in the marketplace (age, income level, social or cultural characteristics, etc.) and describe their need/want for your product or service.

Market research: Have you done market research on the needs of customers? If so, describe how the results have influenced your plans.

Your competitive setting: List your three largest competitors and estimate their share of the market. Name of competitor % of market

1. _____

2. _____

3. _____

Social factors/trends: What major social issues or trends may affect or influence the direction of your business?

Pricing: What is the current price for your range of products or services in the industry?

What is your competition charging?

What is the total cost of producing your product or delivering your service?

What is the minimum profit you need to generate?

Equipment needed and price for the project:

ITEMS	PRICE

Total Project Cost: _____

Total In-Kind Contribution: _____

Total Project Request from MCK: _____

Regulations and licensing Do you need permits or licences to operate?

- ☐ Yes
- ☐ No

What MCK policies and regulations directly impact your business?

Policy: _____ Regulation: _____

What government policies and regulations directly impact your business?

Policy: _____ Regulation: _____

Signature of Applicant(s):

Date:

FOR OFFICIAL USE ONLY:

Stakeholders Approval:	Declined	Approved
Finance (CAF)		
MCK Department(s)		

Signatures of Economic Development Committee:

Date:

