

Self-Employment Program

Start-Up Guide And Application



Howe Sound

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INTRODUCTION

Congratulations on choosing self-employment. The Self-Employment Program has been developed to assist you in achieving your goal of business success.

This package has been designed to aid you in researching and completing your business concept application prior to meeting with the Self-Employment Coordinator. It contains;

1. The Self-Employment Eligibility Guidelines
2. The Self Assessment Worksheet
3. The Self-Employment Program Overview
4. Business Concept Approval Criteria Information
5. Business Concept Proposal Outline Worksheet

Once you have a chance to review and complete the forms, you will then have a much better understanding of your suitability to the program and the information required for application to the Program.

Contact the Self-Employment Coordinator to schedule a meeting to review these pages with you. She will ask you to email your "Business Concept Proposal" (in confidence) to review prior to your meeting with her. At your meeting, she will review the program in detail and provide you with the next step of documents and procedures.

Congratulations, you are well on your way to being self employed! Contact me for your next appointment. 604-892-5467

Megan Lussier
Self-Employment Coordinator
Community Futures
megan.lussier@cfhowesound.com

SELF EMPLOYMENT PROGRAM ELIGIBILITY GUIDELINES

ELIGIBLE PARTICIPANTS

Self-Employment must only be used to assist individuals who are eligible participants as defined in section 58 of the Employment Insurance Act (EI Act):

- For whom a benefit period has been established, or
- Whose Employment Insurance benefit period ended within the last 36 months, or
- Who are re-entering the labour force after having left it to care for newborn or newly adopted children. These individuals must have a benefit period that began within the last 60 months during which they were paid maternity or parental benefits.

Applicants must reside in the Howe Sound Corridor (Britannia Beach through to and including D'Arcy and Mount Currie) and plan to open their business in the Howe Sound Corridor.

ELIGIBLE BUSINESSES

The following constitute eligible business activities under Self-Employment:

- The proposed business must be full time, which means that the eligible participant must devote at least 35 hours per week to implementing the business;
 - A new business;
 - An existing business in which the eligible participant had no prior ownership;
 - The business must be suitable for public funding (e.g. must not exploit sex, religion, or politics);
 - The business may be seasonal in nature, however, the eligible participant must demonstrate that they are devoting their efforts full-time to the business plan for the duration of Self-Employment. In some cases, the eligible participant may be engaged in more than one full-time seasonal activity within the 52 consecutive week period;
 - The business may be home-based;
 - Conversion of a hobby to a business is acceptable.
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INELIGIBLE BUSINESSES

The following constitute but are not inclusive of ineligible business activities under Self-Employment:

- The business must not be based solely on commission. Eligible participants must prove that they are the owners of the business and that they are not employed by another business.
 - The business must not be part-time;
 - The business must not have been owned previously by the eligible participant.
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EVIDENCE OF PERSONAL INVESTMENT

Under the Self-Employment Program, the eligible participant must provide evidence of a personal investment. The personal investment contributed by the eligible participant is over and above the financial assistance and incremental costs. The participant must contribute a personal investment of 25% of the total amount awarded by the SE Program of his/her own money or in kind contribution:

One or more of the following items could be considered as proof of equity:

- a bank statement showing at least the minimum investment in the bank account of the proposed venture;
 - evidence of a loan of at least the minimum investment from a bank or other financial institution, specifically for use in the business and available only through a bank institution, specifically for use in the business and available only through a bank account in the name of the venture;
 - proof of ownership or an affidavit showing ownership of equipment or materials;
 - evidence that an overdraft facility of at least the minimum investment has been formally accepted and is available only through the bank account of the venture.
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NAME:	DATE:
MAILING ADDRESS:	
Email ADDRESS:	
PHONE:	CELL PHONE:

The SELF ASSESSMENT

1. Self Employment as an option

A. Why are you interested in being Self-Employed?
 (mark the three most important, in order of priority – 1,2,3)

- To be my own boss
 - To be independent
 - To work irregular hours
 - To work at home
 - To work in an area I enjoy
 - To run a family business
 - To earn a good Income
 - To continue to care for my family while I work
 - To get off welfare/employment insurance
- Other reasons:

B. What help would you need in order to start a business or become Self-Employed? (check all that apply)

- Training in how to start a business
 - Training in how to manage a business
 - Training in a specific skill (explain)
 - Help in business contacts
 - Help in building self-confidence
 - One-in-one business counseling
 - Personal counseling (family problems, stress, etc.)
 - Help in finding money for start-up cost
 - Childcare
 - Continued employment benefits while starting a Business
- Other (explain):

2. Business Information

- A) Describe your business idea.

- B) Describe any steps you have taken to become self-employed.

- C) Do you have the skills or experience that relates to your business idea?

- D) List and describe, if needed, any business development training or business counseling you have already received.

- E) What are your greatest concerns about starting a business?

- F) Do you have any other comments about starting a business?

The Self-Employment Program – Step 1

Eligibility	<ol style="list-style-type: none"> 1. Contact Training Innovations at 1-888-882-2238 to determine if you are eligible for the program. 2. If you are eligible, Training Innovations will give you Eligibility Form. Please bring this with you to your appointment at Community Futures. 	
Application Process	<ol style="list-style-type: none"> 1. Contact the Self-Employment Program Coordinator at Community Futures and set a date for a program orientation. 2. Working with the Self-Employment Program Coordinator, develop an Executive Summary of your business concept. 3. Once complete, your business concept will be submitted to the Community Futures Small Business Assistance Committee and to Human Resources Development Canada for approval. 	
If Approved....	<ol style="list-style-type: none"> 1. Meet with your case manager at Training Innovations to receive a copy of your assessment and sign your action plan. Take these documents to Community Futures. 2. Meet with the Self-Employment Program Coordinator to complete all of the other necessary documentation. 3. You will be phoned by a representative of the HRC in North Vancouver to make an appointment to sign and receive a contract outlining the terms and conditions of your participation in the program. 	
Business Plan Development	<ol style="list-style-type: none"> 1. Upon approval and program start date, you have eight weeks work with the Self-Employment Program Coordinator to develop a viable business plan. 2. Your business plan must be completed within 8 weeks of your program start date. 3. If you fail to complete a viable and comprehensive business plan, you will not be eligible to continue on the program. 	
Start your business!	Business Mentorship	Upon completion of your business plan, work with the Business Mentor and the SE Program Coordinator to develop a comprehensive three-month marketing and implementation strategy for your business.
	Workshops	Attend mandatory SE Program workshops every month for the duration of the program on a variety of business topics.
	Cash Flow Reporting	Report the cash flow of your business to the SE Program Coordinator every month.
	Business Monitoring	Submit a monthly status report on the progress of your business, and complete a three-, six-, and nine-month comprehensive review with the SE Program Coordinator.
	Professional Development	During the first three months of business start-up, you will receive comprehensive training for your professional development.
Resources		
Interactive Business Planner www.smallbusinessbc.ca	SE Program Coordinator Megan Lussier Tel: (604) 892-5467 megan.lussier@cfhowesound.com	Training Innovations 101 – 38026 Second Avenue Squamish 1-888-882-2238

Business Concept Approval Criteria – Step 2

The Self Employment Program is designed to assist people with the start up of their small businesses. Participants who are eligible are accepted into the Self-Employment program based on the viability of their business concept. A strong and acceptable business concept contains the following information:

Who?	Create a profile of your paying customer.
What?	List and describe the features and benefits of your product or service.
Where?	Define the main geographic area you intend to sell to during your first year.
Why?	What competitors and/or product substitutes are selling to this geographic area?
Sustainable Competitive Advantage	What price do these competitors charge?
	Why is your customer going to buy from you and not from your competition?
	What price can you charge and how will you remain competitive?
How?	How are you going to let your customers know you exist?

Please submit your business concept using the attached form, which covers the topics that Community Futures needs in order to determine the viability of your idea.

Business Concept – Executive Summary	1. Business Description: Briefly describe your business and highlight the key features of your products and services.
	2. Ownership and Management: Briefly describe the organizational structure (sole proprietorship or incorporation), ownership, and key management team of your business. Please touch upon how your background fits your business concept.
	3. Key Initiatives and Objectives: Highlight the key objectives, milestones and mission of your business.
	4. Marketing Opportunities: Provide an overview of the marketing opportunities for your business.
	5. Competitive Advantages: Summarize the main competitive advantages of your business.
	6. Marketing Strategy: Briefly describe the key components of your marketing strategy.

Please complete the Business Concept Proposal Outline and schedule a meeting with the SE Coordinator. If you have any questions or need assistance please call Megan Olesky – Self-Employment Coordinator.

Community Futures:
Tel: (604) 892-5467
megan.lussier@cfhowesound.com

Business Concept Proposal Outline – Step 3

2. Ownership and Management	
3. Key Initiatives and Objectives	
4. Marketing Opportunities	
5. Competitive Advantages	
6. Marketing Strategy	
7. Summary of Financial Projections	
Date:	Your Name:
Business Name:	Mailing Address:
Phone #1:	Email Address:
Phone #2:	