

Business Inc.

Starting a business?
Let us help boost your plans!

IMPORTANT!

You must save this application form to your computer before you begin.

PC and Mac users, please be sure to use *Adobe Reader* to complete this application.

Download *Adobe Reader* for free at adobe.com/products/reader.html

What's in it for you?

- ✓ A new or refined business plan
- ✓ One-on-one consultation with a business advisor
- ✓ A certificate of completion
- ✓ Potential to apply for a small business loan (\$5,000 – \$30,000)
- ✓ A network of other entrepreneurs

Application form – Fall 2016

Personal information

First Name: _____

Last Name: _____

Address: _____

Province: _____ City: _____ Postal Code: _____

Telephone: _____

Email: _____

Please submit this application form by Friday, September 30, 2016 by email to BusInc@tbdc.com or fax 416-345-9044. Questions? 416-345-9437.

The personal information on this form is collected under the authority of the Public Libraries Act and the Municipal Freedom of Information and Protection of Privacy Act. This information will only be used for the provision services and programs by Toronto Public Library, Toronto Business Development Centre and the City of Toronto. Questions related to the collection of this personal information should be directed to the City Librarian's Office, Toronto Public Library, 789 Yonge Street, Toronto, ON, M4W 2G8. Telephone: 416-393-7032.



Academic & employment background

Education (Include any courses that will support the success of your business)

School(s): _____

Area(s) of study: _____

Level completed: _____

Year completed: _____

Other (training programs, certification, etc.): _____

Have you completed any other self-employment training program in the last 5 years and if so, please describe (program name, location, year).

Business-related employment history

Current Employer, if any:

Company name: _____

Position: _____

Previous employers:

Company name: _____

Position: _____

Company name: _____

Position: _____

Relevant skills that will support the success of your business:

Have you ever been self-employed: yes no

If yes, please give details (e.g. what, when, where, functions you performed):

Business outline

1. Business profile

Have you started your business? Yes No

If you answered Yes, how long have you been operating your business? _____

If Yes, what is the name of your business?

Will your (or is your) involvement in your new or early-stage business full-time or part-time?

If you are starting a new business, when do you plan to start operation?

Will you (or do you) have majority control of your business?

Please describe the product and/or services offered by your business in 15 words or less.

2. Product / Service Description

Provide a more detailed description of the products and/or services offered by your business. Outline key features and benefits of your products and/or services. (Add additional pages if additional space is needed for any of the following sections.)

3. Market Overview

Tell us about the market for products / services offered by your business. Who are your customers? What needs do they have for products/services? Why would they buy from your business rather than the competition? Have you researched or undertaken any market analysis (e.g. Library, Statistics Canada, on-line research, yellow pages, trade associations, customer surveys, etc)? How will you market to potential customers? (e.g. in person, store, mail, trade shows, distributors, over the Internet, etc.) Describe why you think this existing business or proposed business idea is viable from a market perspective.

4. Competitive advantage

Please tell us about your competition. Who are they? What are their strengths and weaknesses? What gaps, if any, exist in the marketplace? What is your competitive advantage?

5. Financing

Financing is critical to the success of any business. Applicants are encouraged to consider the amount of financing required to start their business and sources of funding available to them. This information will be helpful in assessing your application.

How much money do you think is required to start your business: \$ _____

How much of the above-noted amount do you have available now to invest in your existing business or proposed business idea: \$ _____

What additional funding are you seeking: \$ _____

Where do you think you will obtain this financial support:

Personal investment: \$ _____

Family support: \$ _____

Bank loans: \$ _____

Other: \$ _____

6. Work in progress

What steps have you already taken to make your proposed business idea a reality?

7. Looking ahead

What concrete steps are you planning to take in the next six months to move your business forward?

Additional Information

How did you find out about this program?

Did someone recommend this program to you? yes no

If yes, who: _____

Did you attend the orientation session? yes no

Please check one:

- I already had a valid Toronto Public Library card.
- I registered for a Toronto Public Library card in order to participate in this program.
- I renewed my Toronto Public Library card in order to participate in this program.

Participant requirements

You must be 18 years of age, have a valid Toronto Public Library card and have a potentially viable business idea to be eligible for the program. All applications will be reviewed by a selection panel. Given a maximum capacity of 60 participants, there is no guarantee that you will be accepted into the program. Only one individual per business can be eligible for the program. The \$150 program fee will be due upon acceptance into the program.

All program participants agree to:

- Start a new business within a six-month period or accelerate the growth of their early-stage business
- Attend and participate in all workshop sessions
- Complete a comprehensive business plan for review by a business advisor
- Participate in a follow-up email questionnaire in six months

Ranking locations:

Business Inc. is being offered in three locations, on different nights.

Please rank your preference (1 = first choice; 2 = second choice; 3 = third choice)

____ Danforth/Coxwell Branch: Tuesdays Oct 11 - Nov 29 6:30 to 9:30 pm

____ Albion Branch: Wednesdays Oct 12 - Nov 30 6:30 to 9:30 pm

____ Northern District Branch: Thursdays Oct 13 - Dec 1 6:30 to 9:30 pm

I have read and agree to the "Participant requirements".

Please type or print your name: _____

Date (MM/DD/YY): _____

Please attach any other materials or information on your existing business or proposed business idea. (ie, brochures, plans, etc).