business inc.

with a focus on supporting Black Entrepreneurs

IMPORTANT

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

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

Download *Adobe Reader* 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
- ✔ A network of other entrepreneurs

Application form

Personal information

First name:

Last name:

Address:

Province: City: Postal Code:

Telephone:

Email:

Submit the application via email to businc@tbdc.com.
Questions? Call 365-866-6138

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.

TBDC TORONTO BUSINESS DEVELOPMENT CENTRE

TORONTO

tpl toronto public library

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 five years?
If so, 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, 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?

Describe the product/services offered by your business in 15 words or less.

2. Product / Service Description

Provide a more detailed description of the products/services offered by your business. Outline key features and benefits of your products/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

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:

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. Only one individual per business can be eligible for the program.

We encourage applications from Black-identifying applicants that are new or aspiring entrepreneurs, and are just starting their business.

Toronto Public Library and Toronto Business Development Centre reserve the right to assign applicants to program streams based on priority sequencing (i.e. first come first served) and available space. Each stream is limited to 20 participants, and acceptance into the program is not guaranteed.

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
- Work to complete a comprehensive business plan for review by a business advisor
- Participate in a follow-up email questionnaire in six months

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

Type or print your name:

Date (MM/DD/YY):

Attach any other materials or information on your exisiting business or proposed business idea. (ie, brochures, plans, etc).