business inc.

newcomer series

Starting a business in Canada? Let us help boost your plans

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?

- ✔ Information to prepare a Canadian business plan
- ✔ One-on-one consultation with a business advisor
- ✔ A certificate of completion
- ✔ Meet other newcomer 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 your business)

School(s) and its location/city:

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 and its location/city:

Position:

Previous employers:

Company name and its location/city:

Position:

Company name and its location/city:

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, how long, 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.

What challenges are you facing to open up (or grow) your business in Canada?

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? Why do you think people will buy from you and not the competition?

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 as we read through your application.

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

What additional funding are you seeking: $

Where do you think you will obtain this financial support:

☐Personal investment: $

☐Family support: $

☐Bank loans: $

☐ Other: $

What are the funds to be used for?

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 order to move your business forward?
When are you aiming to take these steps?

What are you looking to get out of this program?

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.

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.

For application purposes, we align with federal guidelines from Statistics Canada, defining newcomers or recent immigrants as individuals who have arrived within the past five years. At the same time, we warmly welcome anyone recently arrived to submit an application. When did you arrive in Canada?

All program participants agree to:

- Look 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 sections of a comprehensive business plan for review by a business advisor
- Participate in a one-on-one meeting with the program facilitator

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

Type or print your name:

Date (MM/DD/YY):