

Applicant's Name: _____

Telephone: _____

Because it's not always
apples to apples ...



Advice. Finance. Results.



Entrepreneur in Residence Program

ENTREPRENEUR IN RESIDENCE APPLICATION

PERSONAL INFORMATION

You were referred to the Entrepreneur in Residence Program by (check one):

- Other lending institution
- Word of mouth
- Social Media
- Advertising
- Other (specify) _____

Are you a (check one):

- Canadian Citizen
- Immigrant/permanent resident

APPLICANT'S INFORMATION

Last Name: _____

First Name: _____ Middle Name: _____

Home Telephone: _____ Cell: _____

Email: _____

Home Address: _____

City: _____ Province: _____ Postal Code: _____

BUSINESS INFORMATION

Will this business be a start up? Yes No

Is this an existing business? Yes No

This business has been operating **full-time** since _____ (if applicable)

This business has been operating **part-time** since _____ (if applicable)

This business is a home-based business Yes No

This business has/will have a fiscal year end in the month of: _____

This business will be/is a (check one):

- Proprietorship
- Incorporation
- Non-Profit
- Partnership
- Co-op

This business will be/is operating in the primary sector of (check one):

- Agriculture
- Aquaculture
- Forestry
- Manufacturing
- Retail
- Service
- Tourism

Have you recently checked your credit report? Yes No

If yes, when? _____

Legal name of business is/will be: _____

Physical address of business: _____

City: _____ Province: _____ Postal Code: _____

Business Telephone: _____ Business Fax: _____

Email: _____

Website: _____

The business currently has _____ full-time employees _____ part-time employees

1. Tell us about your business idea if you have a concept or have just launched. If you have been in business for a while, tell us where you are in your business life cycle. With your service or product in mind, write 1-2 paragraphs that address the following:

- **Who is your customer? Who is your target market?**
- **What need are you fulfilling? Who is your competition?**

2. What is your business vision and mission? How does this fit into your personal goals?

**3. What experience and knowledge do you have in the area you are exploring?
What are the qualities and characteristics of an entrepreneur?**

4. Do you have a business concept, plan or strategy? What is your time line (think start-up launch date, expansion drop dead date or growth markers)?

- 5. Please indicate the top two areas where you would like assistance:**
- a. **Market research for your idea, service or product**
 - b. **Marketing strategy (price, position, etc.)**
 - c. **Promotion (social media, online skills etc.)**
 - d. **Financial fundamentals (cash flow, accounting, understanding financial statements etc.)**
 - e. **Accessing business start-up, expansion or growth capital**
 - f. **Other?**

1.

2.