



Application and Business Plan

The Elgin Business Resource Centre (EBRC) is a federally funded not-for-profit economic development organization. We are committed to assisting and encouraging job creation and community economic development through St. Thomas and Elgin County.

EBRC is governed by a volunteer Board of Directors comprised of skilled professionals drawn from the local community. The directors and staff are dedicated to facilitating entrepreneurial development and the creation of small business initiatives.

Name:

Business:

Tips For Completing This Application and Business Plan

- Prior to final submission, we encourage you to sit down with an EBRC Business Advisor and review the application and business plan.
- Attend The Pitch workshop as this will provide additional information to assist with completing the application and business plan.
- If you have questions while you are completing the application and business plan, please contact us at 519-633-7597 or email us at elgincfdc@gmail.com.

Application package must be submitted to Sarah Foshay at sfoshay@elgincfdc.ca no later than 4 pm on Monday, November 4, 2024.

Application for The Pitch

Applicants Name:	
Business Name:	
Business Email:	
Business Phone:	
Ownership %:	
Ownership Type (Sole Prop./Partnership/Corporation):	
Website (if applicable):	
Social Media (if applicable):	

Address of Business:	
----------------------	--

History of Business:	
----------------------	--

Why are you entering The Pitch? What will the prize package be used for?	
---	--

If you win The Pitch, what will be achieved, how will you do it, and why is it important?	
---	--

** Required Documents for Submission:	
Completed application and business plan submission	
Financial statements (if applicable)	
Prototypes (if applicable)	

Business Plan for The Pitch

Executive Summary

- **Complete this section last.**
- Once your plan is complete, review and identify critical points to include in your executive summary.
- Touch on each business plan key point concisely but comprehensively.
- Readers should be able to understand your business plan without reading the rest of the document.
- Ideally, the executive summary will be engaging enough to convince the reader to finish the document, but they should be able to understand your business plan from your summary.

Company Profile: The Face of Your Business

- The exact elements included in your company description can vary, but here is a list of some of the most important parts to consider:
- Company name – The official name of your business as registered in the province where you do business.
- Ownership/management team – Names of the key people behind the company.
- Company history – When was the business started, what inspired you to start the business, what need does your company fulfill?
- Mission statement – A clear statement that represents the purpose of your company.
- Values - Core values are the deeply ingrained principles that guide a company's actions.
- Products/services and target market – A brief overview of what you plan to sell and to whom.
- Objectives - An outline of what you want to accomplish in the immediate future based on the data in the rest of the business plan as well future growth goals.

A large, empty rectangular box with a thin black border, occupying the lower half of the page. It is intended for the user to provide details for the company profile elements listed above.

Market/Industry Research

- What need is your business solving?
- What is the size of the market?
- Who is your competition? What are the strengths and weaknesses of your competition?
- What are the strengths and weaknesses of your business?
- What is your market share?
- Why will customers buy your product and/or service?
- What is your value-added benefit? Why will consumers choose your business over a competitor?
- How often will customers buy?

Sales & Marketing

Marketing Strategy

- How much will you spend?
- What is your message to attract customers?
- What methods of marketing will you use?

Sales Strategy

- How will you get customers to buy?
- How will you keep your customers?
- What is your customer service strategy?

Operations

- Who is the Management Team (names, titles, and brief description)?
- How many employees will you need?
- Who are your suppliers (if applicable)?
- How is your business run, your workflow?
- What technology will you need?
- What risks will you have?
- How will you mitigate the risks?
- What does the customer experience look like?

Financials

If your business is currently in operation, what is your annual gross and net revenue?

How much funding will you need to start or expand?

Where will the funds come from for starting or expanding?

What is your projected annual income? Please provide information on how you determined your projection.

What are your projected annual expenses? Please provide a breakdown of the expenses.

If you are not projecting a profit in the first year of starting or expanding, what is your anticipated timeframe for generating a profit?

Any other information you would like to include with your Pitch application?