



# BUSINESS GRANT APPLICATION PACKAGE



**Sustainable Economic Development**  
Mississaugas of the Credit First Nation  
2789 Mississauga Road, R.R. #6, Hagersville, Ontario N0A 1H0



Phone: (905) 768-1133



## **MCFN BUSINESS GRANTS PROGRAM SUBMISSION OF APPLICATION**

The Mississaugas of the Credit First Nation (MCFN) has provided funds to invest in business development through the MCFN Business Grants Program.

The intent of the program is to enhance the position of applicants who are intending to establish or expand eligible businesses.

The application is designed to evaluate your initial idea, and to determine whether your proposed venture meets the criteria set out by the program.

Please answer all of the questions, and make sure everything is included to the best of your ability and knowledge from the provided checklist upon handing in the application. If you have any problems, questions, or concerns while completing this document please call the MCFN Director of Sustainable Economic Development, at (905)768-1133.

For Submission, please mail or drop off an original application to:

**MCFN Business Grants Program  
2789 Mississauga Rd., R.R. #6  
Hagersville, Ontario  
N0A 1H0**

**Attn: Director of Sustainable Economic Development**

**Email: [sed.director@mncfn.ca](mailto:sed.director@mncfn.ca)**

**\*Please make sure you keep a copy of the submitted files.**

## **OVERVIEW OF MCFN BUSINESS GRANTS PROGRAM**

### **OBJECTIVE**

The MCFN Business Grants Program provides financial aid in the form of equity gap funding to eligible New Credit Members. The objective is to enable the project proponent to use the funding to lever conventional debt financing for business start-ups or expansions in order to pursue business opportunities.

### **DELIVERY MECHANISM**

The program is delivered through the MCFN Sustainable Economic Development Department. Project proponents are required to submit an acceptable business plan that documents an opportunity to establish or expand a viable business. All acceptable proposals, that meet program guidelines, will be assessed by the Business Grant Project Review Committee to consist of the Director of Sustainable Economic Development, the Pillar 1 Council Lead, recognizing that the Chief Operating Officer will be the alternate for the administrative arm and Pillar 6 will be the alternate for the Pillar 1 arm. Subsequently, the Business Grant Project Review Committee will review the due diligence assessment and related documentation and recommend approval or denial of financial support for the project.

### **ELIGIBILITY**

ELIGIBLE RECIPIENTS: Mississaugas of the Credit First Nation Members that:

- Have submitted an acceptable business plan;
- Can substantiate an opportunity to establish or expand a viable business and demonstrate the need for an equity contribution to complete the finance package; and
- Can demonstrate sufficient knowledge and experience to meaningfully manage or participate in the proposed venture.

ELIGIBLE PROJECTS: For-Profit plans that will establish or expand a viable business, and thereby create sustainable jobs, and enhance community wealth.

All projects are required to meet the following conditions:

- Completion of a market analysis assessment which confirms a competitive environment that will not dislocate existing businesses.

**ELIGIBLE FUNDING LIMITS:**

All projects will be subject to the following conditions:

**START-UPS/PLANNING/MARKETING**

- MCFN's grant contribution cannot exceed \$10,000;  
75% at the time of approval  
25% after one year report is received

**EXPANSIONS**

- MCFN's grant contribution cannot exceed \$7,000;  
80% at the time of approval  
20% after one year report is received

**AFTERCARE**

- MCFN's grant contribution cannot exceed \$2,000

Applicants are encouraged to access funding from other programs, such as Aboriginal Business Canada, Heritage Canada, Canadian Council for Aboriginal Business, etc.

**One (1) year must pass before the applicant can submit another application to move to the next level of the Business Grants program.**

**FUNDING LIMITS:**

Applicants will be eligible for a one-time payment per level of application (i.e applying first for planning assistance and applying again for start-up dollars.) Each application will be reviewed on a case-by-case basis and in all instances there must be proof of viability.

All grant contributions will not exceed an amount sufficient to complete the project's financing package.

**REQUIREMENTS:**

If any of these requirements are not met, the application will not be processed or reviewed.

1. All applicants will be required to have an equity contribution to the project with a cash value equivalent to 10% of the total project cost. When calculating the eligible owner's contribution, unencumbered assets relative to the purpose of the business, sweat-equity, and cash will be considered recipient equity.
2. All applicants will be required to identify confirmed debt financing for the project in addition to their contribution as well as the MCFN Business Grants contribution.
3. All applicants will be required to identify within a resume or curriculum vitae that they are an integral part of the proposed project. Grant applications will not be accepted from individuals applying on behalf of family members, friends, or acquaintances for business projects that do not involve the applicant as a key part of the operations package, be it by skill, knowledge, education, or general management capabilities.
4. All applicants must be recognized as being free from outstanding debts, within the last 6 months or adhering to the Mississaugas of the Credit First Nation based on the MCFN Arrears Policy.

## **ACCOUNTABILITY**

Proponents, in co-operation with the Business Grant Project Review Committee, must submit a Project Status Report outlining the status of the funded project. The report must indicate the progress that has been made in the areas of employment creation, skills enhancement, as well as economic sustainability. The report is to be submitted one year after the proponent has received project funding. The project will be deemed ineligible to receive the 25% hold back if the one year report is not received within 3 months of the original start-up application date.

## **WHY SHOULD I PREPARE A BUSINESS PLAN?**

Starting a business without a business plan is a little like building a house without a blueprint. You may still end up with four walls and a roof, but they may not keep the rain out. If you are not convinced that a business plan is a vital first step for your budding business idea, here are some good reasons to get you moving:

### **You can assess your business before you start:**

Some questions you should be asking yourself (and answering in your business plan) are:

- What exactly is the purpose of my business?
- How good is my concept?
- Are customers willing and able to purchase my product or service?
- Do I have the necessary abilities to start this business?
- Am I willing to take the risks of a new venture?

### **You can determine if you have enough money to run your business:**

By taking the time to plan a cash flow estimate of sales and expenses on a month-to-month basis you'll be able to assess whether or not you have enough operating capital to carry your business in the difficult early months.

### **You can do a marketing plan that is based on fact:**

By putting the actual figures down in black and white, your market survey is no longer just a guess and will have some validity. Preparing the marketing plan for your business enables you to investigate your competitors, plan your marketing strategies and assess any weaknesses in your chosen market segment.

### **You can predict any weakness in your management team:**

Once you have analyzed who you need to operate your business, and have eventually written job descriptions for these persons, you will be able to assess whether you have the right people for the job. Even if you are the sole proprietor, a business plan helps you pinpoint your particular management weaknesses and gives you time to compensate for them. You can prepare for probable tough times month. Knowing this in advance with the figures in front of you, allows you to prepare to weather the temporary storm.

**You can set up your business more efficiently:**

By making an inventory of what you will need to get started in the business, you can shop for the best prices and buy in volume from a supplier. In many cases, pre-planning the acquisition of fixed assets allows you to spread your purchases over a longer period.

**You can make long-range plans for your business and work toward set goals:**

It is vital that you know how well the business is doing, not just on a day-to-day basis, but the overall picture as well. Your business plan provides you with a measuring stick that you can use to assess your success, or to warn you when you are off base so you can take corrective action quickly.

**Finally, and perhaps most important of all:**

A BUSINESS PLAN IS VITAL TO TRYING TO INTEREST INVESTORS (PRIVATE OR COMMERCIAL) IN YOUR VENTURE. It is almost impossible to obtain funding either from a bank, credit union, or private individual without first presenting a business plan. A well-written, well-researched and well thought out plan is the winning edge towards successful financing.

## **CHECKLIST FOR COMPLETE PACKAGES**

In order to expedite the review of your project the following information **MUST BE** included, if applicable when your business plan is requested:

1. A cover letter briefly describing the project and the funding being requested from the MCFN Business Grants Program.
2. A copy of your resume.
3. A copy of the front & back of your status card.
4. A completed application form.
5. A copy of your business plan.
6. 3 months of bank statements (business or personal)

### **BUSINESS PLAN**

Your business plan should include the following information:

### **APPLICANT INFORMATION**

Proponent Name:

Address:

Telephone:

Fax:

Email:

### **DESCRIPTION OF THE PROJECT**

Provide a full description of the project including:

- A brief outline of the nature, purpose, and expected benefits of the proposal;
- Information about the owners, where the business is operating, income potential, type of products/services, and need for business in the community;
- What are the main goals and objectives of the business? (i.e. they why?)
- What is the concept/approach (i.e. the how?)
- Company history: describe any changes in ownership, direction, mergers, etc.

### **MARKETING PLAN**

Provide a full description of the marketing plan:

- Description of your product and its uniqueness
- Distribution methods: identify the channels of distribution for products/services, the customer size for each, the benefits of utilizing the chosen distribution channel (s) to the customer and to the company.
- Who will buy your products/service;
- How much the average person will spend on your service;
- How of they will purchase the product/service;
- Quantity and type of products which will be sold;
- At what times will purchases be most frequent (winter, summer, fall, spring)
- Pricing strategy: identify the specific pricing objectives, pricing strategies, pricing for products and services for each distribution channel including discounts and allowances.
- Projected sales: projected income and competition analysis
- SWOT analysis: Strengths, Weaknesses, Opportunities, Threats for your business and competition.

- Supply Lines: who will be supplying your inventory, and are there any factors which may slow down your service as a result? (e.g. Break-up, freeze-up)
- Who are alternate suppliers?
- How will you advertise your business? Radio, paper, flyers, store front signage?
- What will your advertising schedule be and how much will it cost?
- Completion of a market analysis assessment which confirms a competitive environment that will not dislocate existing businesses.

## **OPERATIONAL PLAN**

Provide a full description of the operational plan including:

- Start-up costs
- Method of operation
- Ownership structure: identify the business form, present ownership, date business commenced operations and shareholders information (if applicable).
- Provide resumes of key staff.
- Provide profiles of key management personnel; identify management strengths, management experience and management weaknesses.
- Training requirements for staff and who will pay for it.
- Number of staff to be hired.
- Hours of operation; administration plan.
- Who will hire, fire, do books, train, drive boat?
- Facility plan: where it is; why you chose it.
- How much it will cost.
- Access to customers.
- List of required equipment.
- Equipment quotes.
- Cost of shipping/purchasing equipment.
- Start-up costs – compile all costs involved, including equipment, wages, marketing, insurance, etc.



## FINANCIAL PLAN

Please provide a full description of your financing plan:

- Total project costs
  - What is the total project costs?
- MCFN Business Loans Program request:
  - What is the amount you are requesting from MCFN?
- Use of MCFN Funding:
  - List the expense items and amount of each item for which the requested MCFN funds would be used for.
- Details of the project costs and financing:
  - Project Costs
    - Land and Building: provide details of any land/building purchase, lease or renovation/leaseholds as applicable.
    - Equipment: provide details of equipment that is to be purchased; provide type, total costs, quotes, identify if new or used, and any specialization, if applicable.
    - Contributed Assets: identify asset type and condition, identify if new or used, identify appraisal value, specify costs and identify past government assistance (Federal and/or Provincial) for any assets; identify if and what assets are being contributed to the business by the applicants or other non-arms length parties.
    - Change of ownership: if the project involves the purchase of an existing business, identify the purchase price; reason vendor is selling, basis for purchase price and business valuation.
    - Start-Up Costs/Operating/Working Capital: identify start-up costs such as interest costs during construction, interest costs relating to bridge financing, prepaid rent, insurance costs, legal fees, inventory requirement, adjustments to the purchase price with respect to change of ownership, and other costs associated with the business start-up.
  - Project Financing
    - New Cash: state the amount of the applicant's cash contribution towards the project.
    - Commercial Financing: identify any commercial financing, specifying the lender, the amount, the repayment terms, maturity date, security, and how the loan is secured, and provide written confirmation. (Ensure the repayment terms correspond to the assumptions used in calculating the financial projections).
    - Other Financing: identify all other sources of financing including Federal, Provincial, or Aboriginal Community grants or loans; identify the source, amount, repayment terms, maturity dates, how it is secured and provide written confirmation.
  - Financial Statements and Projections:
    - Projects related to new businesses must provide:
      - Statements required: 2 year projected income statement, 2 year projected balance sheet, and monthly cash flow statement for the first year of operations.
    - Projects related to existing businesses must provide:
      - General History: Identify who prepared the historical financial statements; specify if they are audited statements.
      - Statements Required: In addition to projected statements, historical income statement and balance

sheet must be provided (the latest interim and annual statements up to 2 years).

## **APPENDIX**

Please provide all supporting documentation related to the project including:

- Letters of financial commitment
- Evidence that the Applicant's Cash Contribution is Confirmed
- Listing of Contributed Resources and Assets
- Historical Financial Statements – if applicable
- Projected Financial Statements
- Detailed listing of existing and proposed equipment
- Written Quotes for Purchases (including: equipment, building, leasehold improvements and/or building renovations)
- Insurance Quote(s)
- Copy of market survey and a sample service list... brochure if possible
- In the case of phased funding, submission of a status report detailing the results of the previous phases of the project

**MCFN BUSINESS GRANTS PROGRAM  
APPLICATION**

**APPLICANT INFORMATION:**

Applicant Name: \_\_\_\_\_

Business Name: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

E-mail: \_\_\_\_\_

**PROJECT INFORMATION:**

Contact Person: \_\_\_\_\_ Start Date: \_\_\_\_\_

Total Project Cost: \$ \_\_\_\_\_ Applicant Cash Equity: \$ \_\_\_\_\_

Applicant Contributed Equity: \$ \_\_\_\_\_ Amount Requested: \$ \_\_\_\_\_

**BUSINESS STRUCTURE:**

Percentage of Ownership \_\_\_\_\_ %

Structure of Business: \_\_\_ Sole Proprietorship \_\_\_ Partnership \_\_\_ Joint Venture \_\_\_ Corp.

What is the purpose of the project:

Est. a New Business/Planning/Marketing \_\_\_\_\_

Expand a Business \_\_\_\_\_ Aftercare \_\_\_\_\_

**\*\* If this is an existing business, please provide historical financials for the last 3 years.\*\***

**PROJECT DESCRIPTION:**

What product or service will you be providing, or are you currently providing? Identify your target market and any existing competitors. Attach any additional information that helps support your proposal, such as business studies, market studies and relevant industry information.

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Does the project include the use of: (put yes or no)

\_\_\_\_\_ LAND      \_\_\_\_\_ BUILDINGS      \_\_\_\_\_ EQUIPMENT

Estimated impact of your proposal on the environment: (check one)

\_\_\_\_\_ N/A      \_\_\_\_\_ UNKNOWN      \_\_\_\_\_ SIGNIFICANT      \_\_\_\_\_ INSIGNIFICANT

**\*\*Where Applicable, please provide completed Environmental Screening Report as per CEEA regulations.\*\***

**EDUCATION/EXPERIENCE:**

Please summarize how your experience/education relates to this proposal and attach your resume, including your education, training, employment history and management experience.

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**FINANCING:**

<b>Est. Project Cost</b>	<b>\$</b>	<b>Estimated Project Financing</b>	<b>\$</b>
<b>CAPITAL</b>			
Land	_____	Applicant Cash Equity	_____
Building	_____	Applicant Contributed Equity	_____
Equipment	_____	Federal Sources	_____
Inventory	_____		_____
Other (specify)	_____		_____
Other (specify)	_____	Provincial Sources	_____
<b>OPERATING</b>			
Insurance	_____	Commercial Financing	_____
Utilities	_____		_____
Other (specify)	_____		_____
Other (specify)	_____	Other (specify)	_____
Other (specify)	_____		_____
Other (specify)	_____		_____
<b>TOTAL COSTS:</b>	<b>\$</b> _____	<b>TOTAL FINANCING:</b>	<b>\$</b> _____

Please identify the contact person and phone number of financial institutions, government organizations or others you have approached to finance this project:

CONTACT PERSON	CONTACT NUMBER	ORGANIZATION

Summary of proponent's net worth:

<u>ASSETS</u>	<u>LIABILITIES</u>
Cash	Charge Accts.
_____	_____
_____	_____
_____	_____
Real Estate	Mortgages
_____	_____
Equipment	Loans Outstanding
_____	_____
Vehicle(s)	Vehicle(s)
_____	_____
Other (specify)	Other (specify)
_____	_____
Other Investments	Other Accts. Owing
_____	_____
<b>TOTAL ASSETS (a)</b> _____	<b>TOTAL LIABILITIES (b)</b> _____
<b>Net Worth (a-b) =</b> _____	

**SIGNIFICANT INFORMATION:**

Expected # of jobs created: FT Aboriginal \_\_\_\_\_ PT Aboriginal \_\_\_\_\_  
FT Non-Aboriginal \_\_\_\_\_ PT Non-Aboriginal \_\_\_\_\_

If this is an existing business, how many additional jobs will be created? \_\_\_\_\_

If this is an existing business, has any previous community financial assistance been provided?  
Yes \_\_\_\_\_ No \_\_\_\_\_

If 'yes', at what amount? \$ \_\_\_\_\_

Do you or your business owe money to the Mississaugas of the Credit First Nation? If 'yes', please describe.

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**DECLARATION:**

The statements herein and the attachments hereto reflect the best estimates of my intended project.

I acknowledge that my proposal (once completely submitted) will be assessed by the Business Grant Project Review Committee who will make the final approval decision.

In the event that a conflict-of-interest arises, the application and summary will be forwarded to the A/Chief Operating Officer / Executive Director of Operations and the Pillar 1 or Pillar 6 Leads for review and/or approval.

I authorize representatives from the MCFN Sustainable Economic Development Department to obtain from and share with persons or organizations, public or private, and information necessary to complete the assessment of the project.

I certify that I am a Member of the Mississaugas of the Credit First Nation.

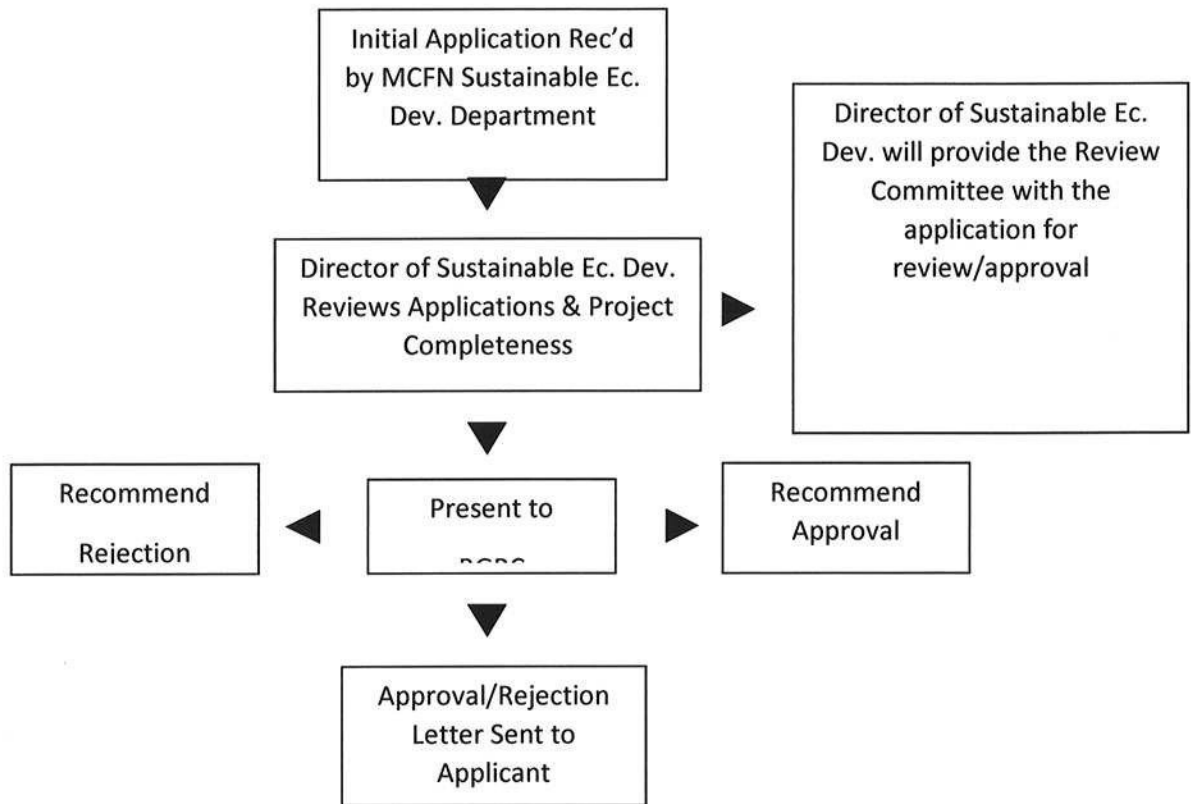
Name: (Print) \_\_\_\_\_

Signature: \_\_\_\_\_

Date: \_\_\_\_\_

**Please provide a photocopy of the front and back of your status card**

## APPLICATION/APPROVAL PROCESS



**NOTE:** The time required to receive and decision on funding is dependent upon the quality and completeness of the proposal, the proponents ability to answer any questions raised as a result of the project assessment, the complexity of the project and the amount of funding being requested.





**Business Financial Information:**

<u>Projected vs. Actual Sources of Funding</u> (Type and amount)	<u>Projected vs. Actual Uses of Funding</u> (Item and amount)
First Nation equity _____	Business Planning _____
Partner equity _____	Land Development _____
Federal funding _____	Buildings _____
Provincial funding _____	Machinery _____
Other _____	Working Capital _____
Debt financing _____	Other _____
<b>Total:</b> _____	<b>Total:</b> _____

*Please provide copies of financial statements for the first year of operations.*

**Summary of Performance Objectives and Results**

Number of Jobs Created:

\_\_\_\_\_ MCFN Member \_\_\_\_\_ Non-Member \_\_\_\_\_ FT \_\_\_\_\_ PT

Number of Jobs Maintained:

\_\_\_\_\_ MCFN Member \_\_\_\_\_ Non-Member \_\_\_\_\_ FT \_\_\_\_\_ PT

Impacts of training and management development (narrative): \_\_\_\_\_

**Project Report Recommendations:**

**PROJECT STATUS REPORT COMPLETED BY:**

\_\_\_\_\_  
MCFN Business Grant Applicant

Date: \_\_\_\_\_