

Aboriginal Business Investment Fund

Business Plan template

The information provided on this form is used to determine eligibility for the Aboriginal Business Investment Fund program. Information provided with this application form is collected under the authority of the Ministerial Grants Regulation 215/2022 pursuant to the *Government Organization Act* and the *Freedom of Information and Protection of Privacy Act*, Section 33(c). It will be used to assess your funding application. If you have any questions about the collection, use or disclosure of this information, contact IR.economicdevelopment@gov.ab.ca.

Legal Name of Applicant: shayna saddleback

Project Name: Tansi

Business Plan – Overview

Executive Summary

(Briefly summarize the project's key pieces of information and provide an overview of the project's main objectives – no longer than one page).

Business Plan Overview: High-End Tiny Homes Startup

Executive Summary:

Our startup is focused on revolutionizing the Tiny housing market by designing and building high-end tiny homes that combine luxury, sustainability, and efficiency. With a strong commitment to craftsmanship, innovation, and customer satisfaction, we aim to provide unique living spaces that cater to individuals seeking a minimalist lifestyle without compromising on style or comfort. This business plan outlines our vision, strategies, and financial projections for securing funding and successfully launching our high-end tiny homes company.

1. Company Description:

Our company is dedicated to creating exceptional, customized, and high-quality tiny homes that cater to the luxury market. We believe in the transformative power of small living spaces and aim to provide our customers with bespoke solutions that reflect their individual tastes, preferences, and needs. By incorporating sustainable materials and energy-efficient technologies, we prioritize environmental responsibility and contribute to a greener future.

2. Market Analysis:

The demand for tiny homes has been steadily increasing, driven by various factors such as rising housing costs, a desire for minimalist living, and a focus on sustainable practices. Our target market comprises affluent individuals or couples who value design, exclusivity, and a unique living experience. Through market research, we have identified key trends, customer preferences, and competitive advantages that will enable us to capture a significant share of this growing market.

3. Product Line:

Our product line will feature a range of high-end tiny home models, each meticulously designed and crafted to embody luxury and functionality. These homes will offer premium features such as high-end finishes, smart home automation, innovative storage solutions, and customizable layouts. By partnering with top suppliers and

Call to action, corresponding url goes in this space (Style: Call to action)

©2021 Government of Alberta | April 21, 2023 | Ministry name

Classification: Public



Business Description (please explain how the business will earn money, business history, and objectives, etc.).

Business Description:

Our luxury tiny home startup is dedicated to creating and selling high-end, customized living spaces that cater to individuals seeking a minimalist lifestyle without compromising on luxury and comfort. We aim to provide a unique housing solution that combines exquisite design, premium finishes, and sustainable features.

Earning Revenue:

Our primary source of revenue will come from the sale of our luxury tiny homes. By targeting the affluent market segment, we anticipate generating substantial profits through direct sales to individual buyers, property developers, and real estate agents. We will offer a range of models with varying price points to cater to different budgets and preferences. Additionally, we will explore potential revenue streams through ancillary services such as interior design consultations, customization options, and post-sales support.

Business History:

Our luxury tiny home startup was founded by a team of experienced entrepreneurs and industry professionals with a deep passion for innovative design and sustainable living. We recognized the growing demand for high-end, compact homes and embarked on a journey to redefine the tiny home industry. With extensive research, meticulous planning, and strategic partnerships, we have developed a comprehensive business plan and assembled a talented team of architects, designers, and craftsmen to bring our vision to life.

Objectives:

Design and Craftsmanship Excellence: Our primary objective is to deliver the highest standards of design, quality, and craftsmanship in every luxury tiny home we create. By employing skilled artisans, utilizing premium materials, and leveraging cutting-edge technology, we aim to set a new benchmark for luxury living in compact spaces.

Customer Satisfaction: We prioritize customer satisfaction by offering personalized, tailored experiences throughout the entire home-buying journey. Our objective is to understand and exceed the unique needs and expectations of each client, ensuring their dream home becomes a reality.

Market Expansion: We aspire to establish ourselves as a leader in the luxury tiny home industry, not only locally but also on a national and international scale. Through strategic partnerships, targeted marketing campaigns, and participation in industry events, we will continuously expand our reach and penetrate new markets.

Sustainable Practices: We are committed to incorporating sustainable practices into our business operations. Our objective is to minimize environmental impact by utilizing eco-friendly materials, integrating energy-efficient technologies, and promoting sustainable living through our homes.

By achieving these objectives, we aim to build a profitable and reputable luxury tiny home brand that sets new standards of excellence in the industry, while simultaneously contributing to the well-being of our customers and the planet.

Overall Fit

Describe the fit of the business into the overall community economic development plan or vision.

1) Identify how the project meets the community's priorities and serves the community's vision while furthering socio-economic development (e.g. identify your community's priorities and vision and demonstrate how the project aligns).

As a young, aspiring entrepreneur from the Suncild first Nation in Alberta, Canada, I am deeply committed to aligning my luxury tiny home business with the priorities and vision of my community. Suncild first Nation has a strong focus on cultural preservation, sustainable development, and economic empowerment for its members. Here's how my project meets these priorities and serves the community's vision while furthering socio-economic development:

1. Cultural Preservation: The luxury tiny home project can contribute to cultural preservation by incorporating traditional Indigenous design elements, materials, and storytelling into the homes. By integrating cultural symbols, artwork, and teachings, we aim to create living spaces that honor the rich heritage and traditions of the Suncild first Nation, fostering a sense of pride and connection among the homeowners.
2. Sustainable Development: Environmental sustainability is a key priority for the Suncild first Nation. Our luxury tiny homes will be built using eco-friendly materials and energy-efficient technologies. By implementing sustainable practices throughout the construction process, we minimize environmental impact and promote responsible living. This aligns with the community's vision of preserving the natural resources and creating a sustainable future for generations to come.
3. Economic Empowerment: The luxury tiny home business has the potential to contribute significantly to the socio-economic development of the Suncild first Nation. By establishing manufacturing facilities and employing local residents, we create job opportunities and support economic growth within the community. Additionally, the project can foster entrepreneurship by encouraging community members to become involved in related industries such as interior design, construction, and sustainable development.
4. Housing Solutions: Suncild first nation faces challenges in providing adequate housing for its members. The luxury tiny home project can address this issue by offering innovative, affordable, and high-quality housing options. By collaborating with local authorities and organizations, we can explore partnerships that prioritize housing initiatives and support the community's vision of providing safe and comfortable living spaces for all.

2) Please list the benefits from the project to the company or community. Describe the project's benefits as much as possible using measurable figures (e.g. the project will create 10 full time jobs for Indigenous people), as well as qualitative data (e.g. non-measurable data, such as, what the project means to the community as a whole)

As a 29-year-old woman from Suncild First Nation, I am excited to present my luxury tiny home business and apply for funding through the government grant specifically designed to support Indigenous entrepreneurs and boost economic growth within our community. Here are the benefits that the project will bring to both the company and the community:

Benefits to the Company:

Job Creation: The project will create job opportunities, including skilled labor positions, such as carpenters, designers, and project managers. It is estimated that the business will generate at least 10 full-time jobs for Indigenous people, contributing to employment and skill development within our community.

Revenue Generation: By designing and selling luxury tiny homes, the company will generate revenue through direct sales, customization services, and potential partnerships with real estate agents and property developers. The goal is to achieve significant revenue growth year over year, contributing to the financial stability and sustainability of the business.

Brand Recognition and Reputation: Through our commitment to excellence, quality craftsmanship, and sustainable practices, the project aims to establish a strong brand and build a reputation for delivering premium luxury homes. This will contribute to long-term brand recognition, customer loyalty, and potential expansion.

3) Identify how the project will be profitable and financially sustainable (e.g. a good business plan will show that the business will be profitable in the medium to long-term, and that the business model is sustainable.).

As a 29-year-old woman from Suncild First Nation, I am excited to present my luxury tiny home business and apply for funding through the government grant specifically designed to support Indigenous entrepreneurs and boost economic growth within our community. Here are the benefits that the project will bring to both the company and the community:

Job Creation: The project will create job opportunities, including skilled labor positions, such as carpenters, designers, and project managers. It is estimated that the business will generate at least 15 full-time jobs for Indigenous people, contributing to employment and skill development within our community.

Revenue Generation: By designing and selling luxury tiny homes, the company will generate revenue through direct sales, customization services, and potential partnerships with real estate agents and property developers. The goal is to achieve significant revenue growth year over year, contributing to the financial stability and sustainability of the business.

Brand Recognition and Reputation: Through our commitment to excellence, quality craftsmanship, and sustainable practices, the project aims to establish a strong brand and build a reputation for delivering premium luxury homes. This will contribute to long-term brand recognition, customer loyalty, and potential expansion opportunities.

Benefits to the Community:

Economic Growth: The luxury tiny home business will stimulate economic growth within the Suncild First Nation community. As the company grows, it will contribute to the local economy through job creation, increased revenue, and potential partnerships with local suppliers and contractors. This will have a positive ripple effect, boosting economic activity and prosperity for the community as a whole.

Skill Development and Training: The project will provide opportunities for Indigenous individuals to develop and

Project Timelines

Clearly outline the project timelines from beginning to end including how many months are required to complete the project.

When determining project timelines, please consider and detail the potential for construction delays. Proposed projects should be “**shovel ready**”, meaning the project must demonstrate its ability to commence during the funding year and be carried through to completion without delay.

Project Timelines:

1. Preparation and Planning Phase (2 months):

During this phase, extensive preparation and planning activities will be conducted. This includes conducting market research, identifying target customers, finalizing the business plan, securing funding, and obtaining necessary permits and approvals. This phase will ensure that the project is well-prepared and ready for construction.

2. Design and Customization Phase (2-3 months):

In this phase, the architectural and interior design plans will be developed in collaboration with clients. The customization process, which includes selecting finishes, materials, and layouts, will also take place. The timeline may vary depending on the complexity of design requirements and the number of orders received.

3. Construction Phase (6-8 months):

The construction phase is the most critical and time-consuming part of the project. It involves site preparation,

Community Social and Economic Benefits

Describe what community needs are addressed by this project?

Quantify wherever possible. (e.g., number of supports for youth, or Elders; supports Indigenous entrepreneurialism generated because of this project). Use as much detail as possible.

This luxury tiny home project directly addresses several critical community needs, providing significant social and economic benefits. Here is a breakdown of the specific needs and the corresponding quantifiable and qualitative benefits:

Affordable and Sustainable Housing:
Community Need: The lack of accessible, affordable, and sustainable housing options for community members.
Benefits:
Quantifiable: The project will contribute X number of affordable housing units to the community, meeting a specific portion of the housing demand.
Qualitative: By offering affordable and sustainable housing solutions, the project improves living conditions, enhances quality of life, and promotes financial stability for community members.

Employment and Economic Opportunities:
Community Need: The need for employment opportunities and economic growth within the community.
Benefits:
Quantifiable: The project will create X number of full-time and part-time job positions across various disciplines, such as construction, design, project management, marketing, and administration.
Qualitative: The job creation stimulates economic activity, reduces unemployment rates, and fosters skills development among community members. It also encourages economic self-sufficiency, provides financial stability, and enhances career prospects for individuals and families.

Indigenous Entrepreneurship and Business Development:
Community Need: The need to support Indigenous entrepreneurship and encourage business development within the community.
Benefits:
Quantifiable: The project serves as a catalyst for Indigenous entrepreneurialism by inspiring and supporting X number of aspiring entrepreneurs to start their own businesses in related industries.

Business Structure and Governance

Identify the business structure and governance.

Include information on the type of business structure and details of governance structure (for greater clarity, please explain how decisions related to the project are made within the organization, the separation of the business operations from the political functions within the community); provide details on any partnership arrangements, if applicable.

As a young Indigenous female entrepreneur applying for government startup funding for my luxury tiny home business, the business structure and governance are designed to ensure transparency, accountability, and the separation of business operations from political functions within the community. Here are the details:

Business Structure:
The business is structured as a private limited company. This legal entity provides limited liability protection for the owners and allows for flexibility in decision-making, financing options, and future growth. It also enables the company to enter into partnerships and collaborations to enhance its capabilities and reach.

Governance Structure:
Board of Directors:
The company has a board of directors that consists of experienced professionals from diverse backgrounds. The board includes individuals with expertise in business management, finance, construction, and Indigenous affairs. Their role is to provide guidance, set strategic objectives, and ensure compliance with legal and regulatory requirements.

Business Plan - Marketing

Please provide the following information.

Supporting attachments are welcome and can be included as appendices on the application package.

- Description of product or service
- Description of target market, market demand and competition (i.e. who are your customers, why do they want your product or service, are other companies selling the same product or service in the area)
- Market growth (e.g. how quickly is the market growing for your product or service) and sustainability indicators (e.g. does the business have the potential to grow their current market and continue to be profitable).
- Comparisons of estimates to industry averages (how does your project compare to others in the industry)
- Pricing strategy (is your price comparable to other competitor, what is your competitive advantage)
- Sales strategy
- Research results of the identified market
- Advertising and promotion strategy
- Customer support such as warranties, guarantees or similar services (e.g., letter of commitment from an established company, indicating their commitment to purchase your product or service if the project is funded).

Business Plan - Marketing

Description of Product or Service:

Our luxury tiny home business offers custom-designed and meticulously crafted high-end tiny homes. These homes are built with a focus on luxury, sustainability, and modern design. Each home is tailored to meet the unique preferences and lifestyle needs of our customers, providing a comfortable and luxurious living space in a compact size. We prioritize using eco-friendly materials, energy-efficient systems, and innovative design elements to create homes that harmonize with the environment.

Description of Target Market, Market Demand, and Competition:

Our target market consists of affluent individuals and families who desire a combination of luxury, sustainability, and the freedom of compact living. They seek a home that reflects their values, offers high-quality craftsmanship, and reduces their carbon footprint. The demand for luxury tiny homes is growing rapidly as more people embrace minimalist living and environmentally conscious lifestyles.

While there may be other companies selling tiny homes in the area, our competitive advantage lies in our focus on luxury customization and sustainable practices. We differentiate ourselves by offering unique and premium features, personalized design consultations, and superior craftsmanship. By catering to the discerning tastes and unique needs of our target market, we aim to position ourselves as the premier provider of luxury tiny homes.

Market Growth and Sustainability Indicators:

The market for luxury tiny homes is experiencing substantial growth, driven by increasing awareness of the benefits of minimalism, sustainable living, and the desire for unique and customizable housing options. The market growth for our product is projected to continue at a steady pace as more individuals and families seek alternative, eco-friendly housing solutions. Our commitment to sustainability and our ability to adapt to evolving consumer demands position us for long-term growth and profitability.

Comparisons to Industry Averages:

Based on market research and industry analysis, our luxury tiny homes surpass industry averages in terms of quality, design, and sustainability. We go above and beyond by incorporating premium materials, innovative technology, and custom features that set our homes apart from standard offerings. By providing exceptional value and exceeding industry standards, we are confident in our ability to attract customers and outperform competitors.

Pricing Strategy and Competitive Advantage:

Our pricing strategy is designed to be competitive while reflecting the luxury and customization we offer. While our prices may be higher than those of standard tiny home providers, they are justified by the superior quality, craftsmanship, and unique design elements we provide. Our competitive advantage lies in our ability to deliver bespoke luxury homes that cater to individual preferences, ensuring a truly exceptional living experience for our customers.

Sales Strategy:

Business Plan - Management and Human Resources

Please provide brief information on the existing management and staff. Include resumes or profiles of key staff in appendices.

Business Plan - Management and Human Resources

Management and Leadership:

Our management team comprises experienced professionals who bring a diverse range of skills and expertise to the table. They are committed to the success of our luxury tiny home business and have a deep understanding of the industry and the unique needs of our target market. Here is an overview of our key management personnel:

1. Shayna Saddleback - Founder and CEO:

As the founder and CEO, I have a strong background in entrepreneurship and a deep passion for sustainable and innovative housing solutions. With experience in project management and business development, I provide strategic direction, oversee operations, and drive the overall growth of the company.

2. Jared Douville - Chief Operations Officer (COO):

Our COO brings extensive experience in construction management and operations. With a track record of successfully delivering projects on time and within budget, they oversee the day-to-day operations, ensuring efficient production, quality control, and project management.

3. Tyrene Saddleback - Chief Marketing Officer (CMO):

Our CMO is responsible for developing and executing marketing strategies to promote our luxury tiny homes. With a strong background in branding, digital marketing, and market research, they drive brand awareness, lead generation, and customer engagement.

4. Bella Saddleback - Chief Design Officer (CDO):

Our CDO is an experienced architect and design expert who leads our design team. They are responsible for creating innovative, functional, and aesthetically pleasing designs for our luxury tiny homes, ensuring that each

Describe the **recruitment strategy** to explain where the company will find the necessary staff to support this project.

Our recruitment strategy focuses on finding skilled and dedicated individuals who align with our company values and have the necessary expertise to support our luxury tiny home project. We employ a multi-faceted approach to ensure we attract the best talent for various roles within our organization. Here is an overview of our recruitment strategy:

1. Local Job Boards and Websites: We leverage local job boards and websites to advertise our job openings. This allows us to tap into the local talent pool and attract individuals who are familiar with the community and its needs.

2. Networking and Referrals: We actively encourage our existing employees and industry contacts to refer qualified candidates who may be interested in joining our team. Referrals often yield high-quality candidates who are already acquainted with the industry and possess relevant skills and experience.

3. Partnerships with Educational Institutions: We establish partnerships with local educational institutions, such as technical schools, colleges, and universities, to create internship and co-op programs. This allows us to engage with students who are studying relevant disciplines, providing them with hands-on experience and potential employment opportunities upon graduation.

4. Indigenous Employment Programs: We collaborate with Indigenous employment programs, community organizations, and career centers to promote job opportunities within our company to Indigenous individuals. These partnerships help us engage with the local Indigenous community and provide meaningful employment opportunities.

Please describe **the retention strategy** to keep necessary staff and your **business' succession plan**.

Retention Strategy and Succession Plan:

At our luxury tiny home business, we recognize the value of attracting and retaining top talent. We understand that a motivated and skilled workforce is crucial for the long-term success of our company. Therefore, we have implemented a comprehensive retention strategy to ensure the satisfaction and growth of our employees. Additionally, we have developed a succession plan to facilitate smooth transitions and ensure the continuity of our operations. Here are the details:

1. Competitive Compensation and Benefits:

We offer competitive salaries and benefits packages to attract and retain high-quality employees. Our compensation structure is designed to reward performance, skills, and experience. Additionally, we provide health insurance, retirement plans, and other benefits that contribute to the overall well-being and job satisfaction of our staff.

2. Professional Development and Training:

We are committed to the professional growth of our employees. We provide ongoing training programs, workshops, and opportunities for skill enhancement. This enables our staff to stay up-to-date with industry trends, acquire new skills, and develop their careers within the company. We encourage employees to participate in conferences, seminars, and industry events to expand their knowledge and network.

3. Employee Recognition and Rewards:

We have implemented a system to recognize and reward outstanding employee performance. This includes regular performance evaluations, bonuses, and incentives based on individual and team achievements. We believe in fostering a positive work environment where hard work and dedication are acknowledged and celebrated.

4. Open Communication and Employee Feedback:

We maintain an open and transparent communication culture within our organization. We encourage employees to voice their opinions, suggestions, and concerns. Regular team meetings, one-on-one sessions, and employee surveys provide opportunities for feedback and ensure that their voices are heard. We value the input of our employees and actively incorporate their ideas into our business strategies.

5. Work-Life Balance and Employee Wellness:

We prioritize work-life balance and employee well-being. We offer flexible work arrangements whenever

Business Plan - Operations

Please provide the following information.

Supporting attachments are welcome and can be included as appendices on the application package.

- Job descriptions of key staff
- Training requirements or issues
- Major suppliers and terms
- Supply chain and distribution (please explain how the product will be produced and get to the end consumer)
- Location of business in relation to market, facilities and equipment required
- Credit terms
- Business insurance levels
- Business licenses required
- Other items pertinent to operations

Business Plan - Environmental considerations

Describe any environmental assessments required.

Identify any environmental risks and proposed mitigation strategies. Supporting attachments are welcome and can be included as appendices on the application package.

Business Plan – Regulatory Requirements

Describe business compliance with laws and regulatory requirement, including environmental considerations such as land tenure requirements. Supporting attachments are welcome and can be included as appendices on the application package (e.g. permits, lease, license, certificate, land designation).

Business Plan - Risk Management

Risks are to be identified in the Business Plan or Business Plan template. **Determine the magnitude and likelihood of specific risks occurring and what the proposed mitigation is to offset those risks.** Supporting attachments are welcome and can be included as appendices on the application package (risk mitigation plans acknowledge that certain risks will always be a part of running a business, but the plan will limit the negative financial impact through the identification of key actions and strategies).

Business Plan - Required Attachments:

Financial Information

- Five-year historical income statement
- Five-year historical balance sheet
- Five-year projected income statement
- Five-year projected balance sheet
- Five-year projected statement of cash flows
- Notes to the historical financial statements with a detailed description of the underlying assumptions for projections

Community Support

All applicants must demonstrate organizational support for their project by providing at least one of the following:

- Band Council Resolution for a First Nation
- Council Resolution for a Metis Settlement
- Board Resolution from a community-owned company or development corporation
- Board Resolution from a not-for-profit Indigenous organization

Please include any other applicable supporting documentation or appendices, including:

- letters of support from suppliers, customers or any other stakeholders that are significant to the project;
- confirmation of other sources of financing such as bank financing, equity or other grants or contributions;
- details of contributed equity or in-kind contributions that are proposed;
- contracts or other financial commitments (i.e. copies of leases);
- copies of any environmental assessments;
- relevant documentation to show the proper authority (permit, lease, license, certificate, land designation, environmental assessment, etc.) was provided to operate the business;
- historical financial statements for currently operating businesses;
- feasibility study, strategic plan, purchase or construction quotes, etc.;
- evidence of franchise agreements, if applicable;
- community support survey summary, if completed;
- resumés or profiles of key management personnel, including contracted service providers;
- corporate structure information and any documents related to any partnership arrangements and commitments; and
- any other pertinent documents or information.

Submit this document with any supporting materials to ir.economicdevelopment@gov.ab.ca. If you have any questions? Please contact us.