



# 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](mailto:IR.economicdevelopment@gov.ab.ca).

**Legal Name of Applicant:** \_\_\_\_\_

**Project Name:** \_\_\_\_\_

### 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).

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.).

**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).

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)

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.).

## 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.

## 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.

## 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.

## 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 - Management and Human Resources

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

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

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



## 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](mailto:ir.economicdevelopment@gov.ab.ca). If you have any questions? Please contact us.**