

## FUNDING PROPOSAL OUTLINE FOR NON-COMMERCIAL PROJECTS

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The following is a description of what an acceptable funding proposal should contain:

### 1. Applicant Profile (Suggested Length: 1 Page)

Please include the following:

- History
- Size of operations
- Nature of organization
- Ownership and control (form of organization, directors' names and associated and/or related companies)
- Other information deemed relevant

### 2. Project Description (Suggested Length: 2 Pages)

Include the following:

- Nature, scope and purpose of project
- Include detailed project costing, financing and objectives. Include 3 competitive quotes for external project costs
- Other relevant details

### 3. The Opportunity/Rationale (Suggested Length: 3-4 Pages)

List direct and indirect benefits to be achieved as a result of implementation of this project.

Determination of specific direct benefits which may include the following:

- Number and type of jobs to be created and salary per job
- Jobs maintained
- Export trade
- Private/public sector partnering
- The level of membership of the association or the size of the target group
- The availability of the service from other commercial or non-commercial operations in the region
- The relative priority of the service to the commercial viability of the target group
- The potential to replace imports of the service into the region or to develop exports
- The ability of the organization's members and/or clients to pay market prices for the service the organization is/will be providing
- Heightening industry profile
- Technology transfer
- Adoption/implementation of most current technology
- Obtaining international recognized industry accreditation, ex. ISO 9000, CSA approval, cGMP (current good manufacturing practices), tourism grading
- Improved viability through efficiencies and cost reductions
- Strategic sector development

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Determination of indirect benefits which include the following:

- Local construction benefits
- Spin-off economic benefits to the Atlantic Canada region, including indirect jobs
- Opportunities for local suppliers to benefit from purchases in relation to the project and ongoing operations

Other key economic issues that may be deemed relevant.

#### 4. The Product or Services (Suggested Length: 1 Page)

Describe, in non-technical language, your existing and/or proposed products or services. Include their key features and what makes them different from those of competitors. Cover the status of patent, copyright or trademark protection.

#### 5. The Market (Suggested Length: 2 Pages)

##### a) Markets/competition

Provide a well thought out marketing strategy and plan which details the following:

- Product/service description and general availability
- Competing products/services outlining characteristics and pricing
- Influencing regulations
- Industry trends
- Market position
- Market size
- Target markets
- Market opportunities and threats
- Detailed list of marketing expenditures
- Distribution channels
- Promotional campaigns
- Description of competitors
- Competitors strengths and weaknesses
- Organization strengths and weaknesses
- Comments from sector experts
- Letters of support from industry

##### b) Competitive Impact

Identify the competitive impact of your project on existing Cape Breton, Atlantic Canadian, National and International operations.

#### 6. Management (Suggested Length: 1 Page)

Please provide the following information:

Experience, abilities of key staff members  
Strengths and weaknesses

Outline management's capabilities in the following areas and/or attach a resume:

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- Finance
- Production
- Marketing
- Strategic Planning
- Industry Experience

### 7. Operation and facilities (Suggested Length: 1 Page)

Please provide the following information:

- Provide verification that the organization is in good standing with Nova Scotia Registry of Joint Stocks
- Details of building size, infrastructure requirements and proposed changes including details of occupancy (ex. owned/leased - if owned, provide a copy of the deed; if leased, provide a copy of the lease)
- Outline the impact of this project on any of your existing operations
- Availability of specialized labour in the area?
- Environmental implications of the project and possible mitigation measures
- Describe measures to make more efficient use of resources and to prevent and reduce pollution and waste
- Identify any training needs
- Identify opportunities to expand operations in future years

### 8. Financial Information

#### a) Financial Position

- If you are an existing organization, please provide the following:
- Financial statements for the previous three years
- Year to date statements at the time of application
- The contribution of the target group towards costs
- The likelihood that the provision of the service can continue without ongoing government financial assistance

#### b) Financial Projections (Suggested Length: 3 Pages) (See forms attached)

Provide financial projections in 2 categories:

- A statement of costs to develop the product or service, that is, pre-production costs
- A projected balance sheet, income statement and cash flow statements, including your detailed assumptions, for the first 3 years of operations, with the first year broken down by month

Provide information on the following:

- Ongoing maintenance or operational requirements and how these requirements will be met
- How the provision of the service will be sustained in the long-term

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### 9. Required Investments (Suggested Length: 2 Pages)

Include:

- The amount of money required
- The timing of the cash requirement
- What the funds will be used for
- The proposed sources of the required funding, including your own cash injection, other equity, government assistance programs, term debt and working capital loans
- Explain why financial assistance is required
- A letter from at least one financial institution/government agency indicating either of the following:
  - The amount to which the financial institution/government agency is prepared to support the project and the terms of the assistance
  - The financial institution/government agency is not prepared to support this project