

LOUIS RIEL CAPITAL CORPORATION

PROGRAM APPLICATION FORMS



Helping Metis Business Succeed

340 - 150 Henry Avenue
Winnipeg, Manitoba
R3B 0J7

Phone: (204) 589-0772
Toll Free: 1-800-387-6004
Fax: (204) 589-0791

Email: info@lrcc.mb.ca
Website: www.lrcc.mb.ca





LOUIS RIEL CAPITAL CORPORATION

PURPOSE

The Louis Riel Capital Corporation (LRCC) is a Manitoba Metis-owned lending institution created to finance the start-up, acquisition and/or expansion of viable Metis and Non-Status Indian controlled small businesses based in Manitoba.

SERVICES

The financial services designed to serve this purpose include:

- Capital Loans
- Bridge / Interim Financing
- Letter of Credit
- Business Advisory Services
- Other Business Support Services

In order to be eligible for consideration of LRCC services, an applicant must be an individual of Metis or Non-Status Indian ancestry (MNSI) or a corporation or other approved entity, controlled or owned by MNSI people.

SMALL BUSINESS LOANS PROGRAM

LRCC provides a variety of small business loans to finance the start-up, acquisition and/or expansion of small business.

The types of loans available include:

- Direct Capital Loans - for projects which are basically sound but where, because of risk or other factors, other funding sources may not accommodate.
- Bridge Financing - short term loans available to bridge external financing that is committed but pending disbursement.

LRCC's financial services are extended and delivered on the basis of prudent and sound business principles and practices so as to protect the integrity of its capital base and to ensure the continued delivery of its services. Direct Loan Programs are not designed to assist everyone. The applicant has to meet several basic requirements, in addition to specific conditions that will be identified as the application progresses.

BASIC REQUIREMENTS INCLUDE

- The project must be MNSI owned and controlled
- All eligible applicants will be required to provide an appropriate amount of equity in their proposed operation or expansion
- The project is viable in that it has the potential to produce income which will cover operating costs, a reasonable income for the owner, loan repayment and has long-term potential for profitability
- Appropriate skills that should allow the applicant to successfully carry on the business: training, education and experience may be conditional prior to approving funding
- Applicants must reside in Manitoba and the applicants' business shall be based in Manitoba
- All loans must be adequately secured

BEFORE APPLYING FOR A LOAN

Contact the LRCC office well in advance of when you need to borrow funds. One of our Loans Officers will help you to determine eligibility before any extensive paperwork begins. You may be asked to complete a Personal Statement of Affairs and providing complete and accurate credit information will speed the process. We do make credit inquiries on all applicants and your past credit history will be considered in the adjudication process.

HOW TO APPLY

All loan applications must be made on the Corporation's application form and be accompanied by a complete business plan, which includes at least the following information:

- Management information and background and if the applicant is a corporation, a list of its Directors and Officers
- Project description including the number of jobs anticipated to be created
- Total project funding requirements including working capital supported by cost estimates on all expenditures
- Marketing plan (where applicable, include feasibility and market analysis)
- Financial plan including (where applicable)
 - Three year historical financials
 - Two year profit and loss projections
 - Cash flow projections

LOUIS RIEL CAPITAL CORPORATION

340-150 Henry Avenue
Winnipeg, Manitoba R3B 0J7
Phone: (204) 589-0772
Fax: (204) 589-0791
Toll Free within Manitoba: 1-800-387-6004
www.lrcc.mb.ca
email: info@lrcc.mb.ca



LOUIS RIEL CAPITAL CORPORATION

FREQUENTLY ASKED QUESTIONS

Q How do I qualify for grants?

A LRCC does not provide grants, however, we can help individuals determine whether or not they qualify for any existing programs, as well as put them in contact with the agencies that provide them.

Q Do I need a business plan?

A Yes. A business plan will be required, however, the level of detail will vary from project to project and will depend on the amount of financing required. We recommend that potential borrowers contact LRCC in the early stages of their project so we can review our requirements with them prior to formal application. We can usually direct clients to where they can obtain most, if not all of the information they will need to be able to complete the plan themselves, unless of course, it is a large, complicated project.

Q Do I need equity?

A Yes. As a general rule, a minimum of 10% equity is required but each project is assessed on its own merit with emphasis on the ability to repay debt.

Q Do I need a letter of rejection from a major bank before I can apply to LRCC?

A No. LRCC is not a lender of last resort and consequently we do not need a rejection letter.

Q What types of loans does LRCC offer?

A Primarily term loans and bridge loans (for grants) with a maximum amortization of 10 years.

Q Is LRCC A government agency?

A No. Our capital originally came from the Federal Government, but we are Metis owned and controlled.

Q How does LRCC determine interest rates?

A Interest rates are reviewed from time to time and are set by our Board of Directors based on our need to generate sufficient revenue to offset operating costs.

Q Why should I borrow from LRCC instead of a regular banking institution?

A We are not in competition with regular lenders as we are a developmental lender. If the client already has a good relationship with their bank (lender) there is no need to change, unless of course they want to.

Q What other agencies can I contact?

A This will depend on the particular type of project and support required. LRCC staff try to keep updated on all agencies and organizations that can assist our clients and willingly share this information.

Q Can LRCC partner with other lending institutions to provide a client with a loan?

A Yes

LOUIS RIEL CAPITAL CORPORATION
340-150 Henry Avenue Winnipeg, Manitoba R3B 0J7
Phone: (204) 589-0772 Fax: (204) 589-0791 Within Manitoba: 1-800-387-6004
www.lrcc.mb.ca
email: info@lrcc.mb.ca



Checklist for Preparing a Business Plan

Have you included?

- An introductory letter*
- A title page*
- A summary statement – brief description of your business*
- Background information*
 - Legal status of your firm
 - Start-up of your enterprise
- A description of the industry*
 - Principal characteristic
 - Trends
 - Players
 - Barriers
- A description of your product or service*
 - Technology you will be using
 - Patents, trademarks, copyright protection
 - Assessment of strengths and weaknesses
- A description of your management team*
 - An organization chart
 - Management compensation
 - Resumes
- Your marketing plan*
 - Assessment of total market
 - Assessment of competition
 - Your pricing policy
 - Your distribution policy
 - Your services and warranties
 - Assessment of target market
 - Assessment of your marketing advantage
 - Your selling policy
 - Your advertising/promotion plan
- A description of the land, buildings and equipment you will need*
 - Location
 - Equipment requirements
 - Land requirements
- A description of how you will operate*
 - Work flow
 - Inventory control
 - Supplies and materials
 - Suppliers
- Personal references*
 - From banks
 - From former employers
 - From professionals
- A financial plan*
 - Your capital requirements
 - Cash flow budgets
 - Pro forma balance
 - Personal balance sheet, including your personal net worth
 - Projected income statements
 - Break-even chart
 - Your sources of financing
- Risks and problems associated with your business and how to resolve them*
 - Worst case scenarios
 - Avoidance of risk
 - Impact of risk
 - Environmental risk



Business Loan Application

Business Profile

Business Name	Registered Yes _____ No _____
Expected Start-Up Date	Date Registered _____
Address	

Phone #	_____
Fax #	_____
E-Mail	

Loan Requirements

Amount \$	Purpose of loan	Source
<i>Other Source of Funds</i> \$	Describe Source	
<i>Other Source of Funds</i> \$	Describe Source	
<i>Owners Equity Contribution</i> \$	Describe Source	
<i>Total Project Cost</i> \$	Describe briefly	

Ownership

Sole Proprietor Partnership Corporation

Partner / Shareholder	% Ownership	Phone #
1)		
2)		
3)		

Objectives

Briefly describe what the business will do, what products or services will be available.

Briefly describe your business experience and or background in industry.



Business Loan Application

PAGE 2

Financial Institution, Accountant, Lawyer, etc

Bank or Credit Union (Name & address)

Phone #

Accountant (Name & address)

Phone #

Lawyer (Name & address)

Phone #

Business Credit Relationships (Trade / Supplier Credit)

Name & address	Purpose	\$ Original Amount	\$ Balance Owing	\$ Monthly Payment

Other obligations

Are you an endorser, guarantor or co-signer for obligations not listed?
 Does the business owe any back taxes? [i.e. sales tax, income tax, etc.]
 Is the business a party to any claim or lawsuit?
 Has the business ever declared bankruptcy?

		Amount
Yes	No	
Yes	No	
Yes	No	
Yes	No	

If you answered "Yes" to any of the above, please provide details:

Proposed loan collateral / security

Collateral Description	Title in name of	\$ Fair market value

Declaration

I(We), certify that all the information provided in this application is true, complete and correct and understand it will be used by the Louis Riel Capital Corporation to determine credit worthiness. The proceeds of the loan applied for will be used for business purposes and not for any personal, family or household purposes.

I(We) hereby authorize the Louis Riel Capital Corporation (LRCC), from time to time, to give credit and other information about myself and the business, including any information on this application to, or receive such information from: (a) any credit or reporting agency (b) any company with whom I may have or propose to have financial relations.

The undersigned hereby grants permission to Indian & Northern Affairs Canada or its successors to have access to related files located at the Louis Riel Capital Corporation for the purpose of reporting, monitoring and evaluating.

In consideration of the Privacy Act of Manitoba and/or Canada, I/We hereby irrevocably authorize Louis Riel Capital Corporation to conduct investigations as it deems necessary for the assessment of this and any future loan applications and in the case of loans granted, in the administration and/or collections of such loans, I/We also authorize Louis Riel Capital Corporation to exchange credit information with other institutions at Louis Riel Capital Corporation's sole discretion and agree that any authorization given by me/us to another institution does not obligate Louis Riel Capital Corporation to exchange information with said other institution. All information submitted/acquired is the property of LRCC and will remain on file for ten (10) years from date of last account activity.

APPLICANT'S SIGNATURE

DATE

CO-APPLICANT'S SIGNATURE

DATE



Personal Statement of Affairs

Page 2

Personal information

Marital status _____ No of dependents, including spouse

Residence Own Rent Other

Bank or Credit Union _____ Address _____

Current employment information

Employer's name and address _____ # years _____

Phone # _____ Occupation _____

Previous Employer _____ # years _____ Phone # _____

Spousal information

First name _____ Middle name _____ Family name _____

Date of Birth (m/d/y) _____ Social Insurance # _____

Employer's name and address _____ Phone # _____

Occupation _____ # years _____

Primary residence

Address or legal description _____ City / Municipality _____

Province _____ Title in name of _____

Date purchased	<input type="text"/>	Purchase price	<input type="text"/>
Current Market Value	<input type="text"/>	Mortgage balance owing	<input type="text"/>
Name of mortgage holder		Annual Mortgage Payments	<input type="text"/>

Fire insurance coverage Insurance Policy issued by _____

Other obligations

Amount

	Yes	No	Amount
Are you an endorser, guarantor or co-signer for obligations not listed?	Yes	No	<input type="text"/>
Do you owe any back taxes? [i.e. sales tax, income tax, etc.]	Yes	No	<input type="text"/>
Are you a party to any claim or lawsuit?	Yes	No	<input type="text"/>
Have you ever declared bankruptcy?	Yes	No	<input type="text"/>

If you answered "Yes" to any of the above, please provide details:

Individual Life Insurance

Life Insurance Company _____ Name of Beneficiary _____

Policy Value + Type Policy Loan(s) Amont

Declaration

The borrower is: Metis Non-status Indian

I hereby authorize the Louis Riel Capital Corporation to obtain from and share with persons or organizations, public or private, any information necessary to determine credit worthiness. I certify that all the information provided herein is to the best of my knowledge true, complete and correct and understand that it will be used by the Louis Riel Capital Corporation to determine credit worthiness. The proceeds of the loan applied for will be used for business purposes and not for any personal, family or household purposes.

I hereby grant permission to Indian & Norther Affairs Canada or it's successors to have access to related files located at the Louis Riel Capital Corporation for the purpose of reporting, monitoring and evaluating.

In consideration of the Privacy Act of Manitoba and/or Canada, I hereby irrevocably authorize Louis Riel Capital Corporation to conduct investigations as it deems necessary for the assessment of this and any future loan applications and in the case of loans granted, in the administration and/or collections of such loans, I also authorize Louis Riel Capital Corporation to exchange credit information with other institutions at Louis Riel Capital Corporation's sole discretion and agree that any authorization given by me to another institution does not obligate Louis Riel Capital Corporation to exchange information with said other institution. All information submitted/acquired is the property of LRCC and will remain on file for ten (10) years from date of last account activity.

Applicant's Signature _____

<input type="text"/>	<input type="text"/>	<input type="text"/>
Month	Day	Year

Co-Applicant's Signature _____

SELF EVALUATION QUIZ

For applicant's use and reference only!

Entrepreneurial Self-Assessment Quiz

While nearly every "expert" in the field of entrepreneurship agrees that there is no single profile, or specific set of characteristics that define a successful entrepreneur, there appear to be some common attributes, abilities and attitudes which are vital for entrepreneurial success.

Listed below are questions dealing with your personal background, behavioural characteristics and lifestyle patterns. Psychologists, venture capitalists, and others believe these to be related to entrepreneurial success. The most important output of this exercise is an honest, accurate self-assessment of how you relate to each of these dimensions.

	Rarely or No	Mostly or Yes		Rarely or No	Mostly or Yes
1) Are you prepared to make sacrifices in your family life and take a cut in pay to succeed in business?	_____	_____	18) Did your parents or grandparents ever own their own business?	_____	_____
2) Are you the kind of individual that once you decide to do something, you'll do it and nothing can stop you?	_____	_____	19) When you think of your future do you ever envision yourself running your own business?	_____	_____
3) When you begin a task, do you set clear goals and objectives for yourself?	_____	_____	20) Do you try to do a job better than is expected of you?	_____	_____
4) When faced with a stalemated situation in a group setting, are you usually the one who breaks the logjam and gets the ball rolling again?	_____	_____	21) Do you make suggestions about how things might be improved on your job?	_____	_____
5) Do you commonly seek the advice of people who are older and more experienced than you are?	_____	_____	22) Are you usually able to come up with more than one way to solve a problem?	_____	_____
6) Even though people tell you "It can't be done" do you still have to find out for yourself?	_____	_____	23) Are you between 25 and 40 years of age?	_____	_____
7) When you do a good job, are you satisfied in knowing personally that the job has been well done?	_____	_____	24) Do you worry about what others think of you?	_____	_____
8) Do you often feel, "That's just the way things are and there's nothing I can do about it"?	_____	_____	25) Do you read books?	_____	_____
9) Do you need to know that something has been done successfully before, prior to trying it yourself?	_____	_____	26) Do you take risks for the thrill of it?	_____	_____
10) Do you intentionally try to avoid situations where you have to converse with strangers?	_____	_____	27) Do you find it easy to get others to do something for you?	_____	_____
11) Do you need a clear explanation of a task before proceeding with it?	_____	_____	28) Has someone in your family shared their experience in starting a business with you?	_____	_____
12) Are you a good loser?	_____	_____	29) Do you believe in organizing your tasks before getting started?	_____	_____
13) After a severe setback in a project, are you able to pick up the pieces and start over again?	_____	_____	30) Do you get sick often?	_____	_____
14) Do you like the feeling of being in charge of other people?	_____	_____	31) Do you enjoy doing something just to prove you can?	_____	_____
15) Do you enjoy working on projects which you know will take 5-10 years to complete successfully?	_____	_____	32) Have you ever been fired from a job?	_____	_____
16) Do you consider ethics and honesty to be important ingredients for a successful career in business?	_____	_____	33) Do you find yourself constantly thinking up new ideas?	_____	_____
17) Have you previously been involved in starting things like service clubs, community organizations, fundraising projects, etc.?	_____	_____	34) Do you prefer to let a friend decide on your social activities?	_____	_____
			35) Did you like school?	_____	_____
			36) Were you a very good student?	_____	_____
			37) Did you run with a group in high school?	_____	_____
			38) Did you participate in school activities or sports?	_____	_____
			39) Do you like to take care of details?	_____	_____
			40) Do you believe there should be security in a job?	_____	_____
			41) Will you deliberately seek a direct confrontation to get needed results?	_____	_____
			42) Were you the firstborn child?	_____	_____

	Rarely or No	Mostly or Yes		Rarely or No	Mostly or Yes
43) Was your father generally present during your early life at home?	_____	_____	59) Are you likely to work long hours to accomplish a goal?	_____	_____
44) Were you expected to do odd jobs at home before 10 years of age?	_____	_____	60) Do you enjoy being able to make your own decisions on the job?	_____	_____
45) Do you get bored easily?	_____	_____	61) Do you wake up happy most of the time?	_____	_____
46) Are you sometimes arrogant about your accomplishments?	_____	_____	62) Can you accept failure without admitting defeat?	_____	_____
47) Can you concentrate on one subject for extended periods of time?	_____	_____	63) Do you have a savings account and other personal investments?	_____	_____
48) Do you on occasion need pep talks from others to keep you going?	_____	_____	64) Do you believe that entrepreneurs take a huge risk?	_____	_____
49) Do you find unexpected energy resources as you tackle things you like?	_____	_____	65) Do you feel that successful entrepreneurs must have advanced college degrees?	_____	_____
50) Does personal satisfaction mean more to you than having money to spend on yourself?	_____	_____	66) Do you strive to use past mistakes as a learning process?	_____	_____
51) Do you enjoy socializing regularly?	_____	_____	67) Are you more people oriented than goal oriented?	_____	_____
52) Have you ever deliberately exceeded your authority at work?	_____	_____	68) Do you find that answers to problems come to you out of nowhere?	_____	_____
53) Do you try to find the benefits in a bad situation?	_____	_____	69) Do you enjoy finding an answer to a frustrating problem?	_____	_____
54) Do you blame others when something goes wrong?	_____	_____	70) Do you prefer to be a loner when making a final decision?	_____	_____
55) Do you enjoy tackling a task without knowing all the potential problems?	_____	_____	71) Do your conversations discuss people more than events or ideas?	_____	_____
56) Do you persist when others tell you it can't be done?	_____	_____	72) Do you feel good about yourself in spite of criticism by others?	_____	_____
57) Do you take rejection personally?	_____	_____	73) Do you sleep as little as possible?	_____	_____
58) Do you believe you generally have a lot of good luck that explains your successes?	_____	_____	74) Did you ever have your own paper route?	_____	_____

Which Attributes Are Desirable and Acquirable?

In a study of the 21 inductees into the Babson Academy of Distinguished Entrepreneurs, only three attributes and behaviours were mentioned by all 21 as the principal reasons for their success, and they were all learnable. These three attributes were:

- i. Responding positively to all challenges and learning from mistakes.
- ii. Taking personal initiative.
- iii. Having great perseverance.

The answers provided for the entrepreneurial self-assessment quiz represent the responses that best exemplify the spirit, attitudes and personal views of proven, successful entrepreneurs. They are *not* arranged in numerical order (1-74) but by the entrepreneurial characteristic that they are measuring (Personal Background, Behavior Patterns and Lifestyle Factors).

Personal Background

Correct Response Question Number
 Rarely or No 30, 37, 43
 Mostly or Yes 17, 18, 23, 28, 32, 35, 38, 42, 44, 74

Behavior Patterns

Correct Response Question Number
 Rarely or No 8, 9, 10, 11, 12, 14, 24, 39, 40, 48, 54, 57, 64, 65
 Mostly or Yes 2, 4, 5, 6, 7, 13, 16, 20, 21, 22, 26, 27, 29, 31, 33, 41, 45, 46, 47, 49, 50, 52, 53, 55, 56, 58, 60, 61, 62, 66, 68, 69

Lifestyle Factors

Correct Response Question Number
 Rarely or No 25, 34, 51, 67, 71
 Mostly or yes 1, 3, 15, 19, 59, 63, 70, 72, 73

The higher your number of correct responses, the more your responses agree with those of successful entrepreneurs. High levels of agreement indicate that you *may* have the "right stuff" to succeed in an entrepreneurial career.

BUSINESS AND BANKING TERMS

Accounts Payable	– The accounts that a business owes its creditors.	Financial Statement	– A list of what a person owns and what he/she owes. An itemized statement showing the nature and amount of the assets, liabilities, and net worth of a business as of a given date.
Accounts Receivable	– The accounts that are owed to a business by its customers or other debtors.	Fiscal Year	– Any annual period which a business may select as a basis for closing its books in order to determine the results of its operations and financial condition. It may or may not coincide with the calendar year.
Amortization	– The gradual reduction of a debt by equal periodic payments sufficient to pay current interest and to extinguish the principal at maturity.	Fixed Assets	– Assets of a permanent nature such as land, buildings, plant, and machinery; they are to be distinguished from current assets since they will not, in the ordinary course of business, be converted into cash.
Asset	– An item of value owned by a business or an individual.	General Assignment of Accounts Receivable	– A form of security by which a borrower gives an assignment of all his/her accounts receivable, both existing and future.
Balance Sheet	– A financial statement depicting at a specified time the assets, liabilities, and capital of a business organization. The term "statement of assets and liabilities" is sometimes used in lieu of "balance sheet".	Goodwill	– Goodwill may be described as the advantage or benefit which is acquired by a business, beyond the mere value of the capital stock, funds, or property employed therein, in consequence of the general public patronage and encouragement that it receives from constant or habitual customers. It often appears as one of the assets of a business with a money value, but it cannot be sold apart from the business.
Bankruptcy	– When a person is unable to pay his/her debts, his/her property is taken possession of by a trustee in bankruptcy, who disposes of it and distributes the proceeds amongst the creditors.	Guarantee	– An undertaking by one person (called the guarantor) to be responsible for the debt of another person (the debtor) upon default of the debtor.
Budget	– (1) A realistic estimate of receipts and expenditures for a future period. (2) The statement of probable revenues and expenditures in conjunction with an operation involving receipts and expenses.	Interest	– Interest is the money that is paid for the loan or use of money. The Bank pays interest to customers on certain types of deposits and receives it for money loaned.
Capital Expenditures	– Expenditures that result in obtaining benefits of a permanent nature, such as for land, buildings, and machinery.	Inventory	(1) – A detailed list of articles or goods owned, with their estimated value. (2) – The aggregate of goods awaiting sale in the ordinary course of business, goods in the process of manufacture, and goods to be consumed directly or indirectly in production.
Cash Equity	– Contribution – money owner invests in business.	Inventory Turnover	– The ratio of a company's sales to the average value of its inventory. This provides a measure of the rate of usage of a company's stock of goods.
Cash Flow	– An estimate of when you expect to receive cash for your sales and when you expect to pay your bills.	Liabilities	– Any obligations by which an individual proprietor, partnership, corporation, or other form of business organization is bound to pay a sum of money.
Cash Forecasting	– The projection of the cash needs of a company during an upcoming accounting period. This is done to determine the borrowing requirements during a specific future period.	Lien	– A legal claim on property by which the property is made security for the discharge of an obligation.
Cash Receipts	– Money received from various sources.	Line of Credit	– The amount which a person or concern may, by arrangement, be entitled to borrow from the bank at any given time. It is an indication or guide to the customer and not necessarily a firm commitment on the part of the lending bank.
Chattel Mortgage	– A mortgage giving security over chattels instead of real property of the mortgagor. Movable goods such as livestock, automobiles, vessels, household goods and portable machinery are chattels frequently pledged in a chattel mortgage.	Liquid Security	– Collateral security of a nature that can be turned into cash readily.
Collateral	– Security given by a borrower to a lender as a pledge for payment of a loan.	Margin	– The difference between the amount of a loan and the value of the security lodged as collateral to it.
Current Assets	– Assets such as cash, accounts receivable, notes receivable, raw materials, and finished products, which are constantly changing and in the ordinary course of business will be converted into cash, as opposed to fixed assets such as premises, plant, machinery, furnishings and fixtures.	Monthly Surplus/Deficit	– The monthly cash receipts are greater/less than the monthly cash disbursements.
Current Liabilities	– Current or floating liabilities are those which must be paid within a short time, usually one year, as distinguished from fixed or deferred liabilities such as bonds, mortgages, and long-term notes.	Net Cash	– Total cash receipts minus total cash disbursements.
Debenture	– If a bank lends a person money, that person may sign a personal guarantee (debenture) on his/her assets or valuables.	Net Worth	– Assets minus liabilities for a business. This is the owner's equity.
Demand Loan	– A loan which is repayable at the option of the borrower or callable by the lender at any time but with no prescribed maturity date.	Overdraft	– When a cheque drawn against a deposit account exceeds the amount of the credit balance and it is paid, the resulting debit balance is an overdraft.
Dividend	– The proportion of the net earnings of a business paid to shareholders representing the portion of profits in the enterprise declared by the directors for distribution to the shareholders.	Partnership	– An association of two or more persons, known as partners, joined together by an agreement to carry on jointly business or professional activities and share the profits or losses. Partners are liable personally for the debts and obligations of the partnership.
Encumbrance	– A charge on land created or effected for any purpose inclusive of a mortgage, a mechanic's lien, an easement, an execution against the land, and any other charge registerable against the land.	Pledge	– The placement of personal property by the owner with a lender as security for a debt.
Endorse	– To place one's signature on the back of a document as evidence of its legal transfer and the passing of title.		
Equity	– The value of the owner's interest in property in excess of all claims and liens against it.		
Escrow	– A deed, bond, or other written agreement deposited for safekeeping with a third person as custodian, to be delivered by the latter only upon the performance or fulfilment of some condition.		
Estimated Sales	– The product/service you expect to sell in dollar amount, and units if applicable.		

Business Plan
for submission to Louis Riel Capital Corporation

Disclaimer

The material is provided for information purposes only. It does not represent complete business planning, legal, accounting and other business advice. It is recommended that appropriate business planning, legal, accounting, and other business advice be sought out from appropriate professionals. The corporation's involvement in the production of this document does not assume any responsibility or liability for any damage, loss, or error resulting from following this guide.

In completing and submitting this document to Louis Riel Capital Corporation (the corporation), the applicant(s) recognizes, acknowledges, and authorizes the corporation to use and share the information contained herein with pertinent financial partners and other government agencies as required to render technical and financial assistance.

Full applicant legal name:
Phone
Fax
E-mail

1. Business profile:

Business name
Date name registered
Business location
Expected start-up date
Form of ownership

2. Project Summary

Briefly describe the business concept, the goals for the business, and what the business will do.

Business Plan
for submission to Louis Riel Capital Corporation

2. Project Summary [Cont'd]

The following is a summary of the start-up costs and financing requirements for the business plan project:

Start-up costs and use of funds Financing and source of funds

Operating costs	\$	Self – Cash	\$
Marketing costs		Self – Equity	
Business support costs		Bank or Credit Union Loan	
Land & building		Other lender	
Equipment & machinery			
Office Equipment			
Renovations		<i>Louis Riel Capital Corporation</i>	
TOTAL	\$	TOTAL	\$

3. Marketing Plan: Advertising

Activity	Year 1	Year 2
	Cost	Cost
Newspaper ads		
MTS yellow pages		
Flyers		
Business cards		
Internet, Website		
Radio ads		
Presentations		
Other		
TOTAL		

Briefly describe intended results from the above marketing plan:

Business Plan
for submission to Louis Riel Capital Corporation

4. Market Analysis *(please attach separate sheet if insufficient space)*

Community profile.... *population, location, economic outlook, etc.*

Customer profile.... *who are they, where are they located, characteristics, etc*

The competition.... *who, where, direct or indirect threat, etc.*

Business Plan
for submission to Louis Riel Capital Corporation

5. Marketing Plan

Services offered or goods sold...*describe briefly what is offered, why preferred, etc*

Pricing Strategy.... *per hour, per unit, per job, etc. and how is price set?*

Sales Projections...*what information was used in arriving at the estimates?*

Promotion and advertising...*describe in addition to the table in item #3*

Business Plan
for submission to Louis Riel Capital Corporation

6. Operating Plan

Customer Services.... *describe briefly in addition to item #5*

Labour and management...*who is responsible for what duties: buying, selling, how are they paid etc.*

Management / professional support.... *professional service firms to be hired, etc.*

Environmental and licensing considerations.... *negative effects on health, environment, safety, etc...will regulations require licensing? Etc.*

Business Plan
for submission to Louis Riel Capital Corporation

7. Financial projections: Notes and Assumptions

*Briefly describe how financial estimates were calculated, why are income and expense items subject to variations, etc. **PLEASE ATTACH SEPARATE SHEET WHEN SPACE IS NOT SUFFICIENT.***

Sales and marketing

Cost of sales and Gross Margins

Operating Expenses

Business Plan
for submission to Louis Riel Capital Corporation

7. Financial projections: Notes and Assumptions [CONT'D]

Loan repayments...*terms, periods, rates of interest, etc. used in calculations.*

Owner's drawings or management salaries

Depreciation

Income taxes

Other notes and assumptions

BUSINESS NAME					
Income Statement - Summary	Year 1		Year 2		
	\$	%	\$	%	Total
Sales					
Sales					
Other income					
Total Sales					
Less Cost of Goods Sold					
Materials					
Labour					
Overhead					
Other					
Cost of Goods Sold					
Gross Profit					
Operating Expenses					
Salaries and wages					
Employee benefits					
Rent					
Utilities					
Repairs and maintenance					
Licenses & insurance					
Auto & truck expenses					
Phones, fax, internet					
Office expenses					
Advertising					
Marketing/promotion					
Professional fees					
Training and development					
Bank charges					
Overdraft interest					
Loan Interest					
Other expenses					
Depreciation					
Total Operating Expenses					
Operating Income					
Interest income (expense)					
Other income (expense)					
Total					
Income (Loss) Before Taxes					
Income Taxes					
Net Income (Loss)					
Cumulative Net Income (Loss)					

BUSINESS NAME

Cash Flow Forecast - 12 Months

Month:	Pre-Start	1	2	3	4	5	6	7	8	9	10	11	12	Total
Cash Receipts														
Collections from sales														
Owner's investment														
Proposed loan proceeds														
Other Loans														
Other														
Total Cash Receipts														
Cash Payments														
Purchases/cost of goods														
Salaries and wages														
Employee benefits														
Rent														
Utilities														
Repairs and maintenance														
Licenses & insurance														
Auto & truck expenses														
Phones, fax, internet														
Office expenses														
Advertising														
Marketing & promotion														
Accounting and legal fees														
Training and development														
Bank charges														
Overdraft interest														
Other														
SUBTOTAL														
Owner's drawings														
Management salaries														
Proposed Loan payment														
Income Tax payments														
Asset purchases														
Total Cash Payments														
Surplus/Deficit (-)														
Starting Cash Balance														
Closing Cash Balance														