



Cree Entrepreneurship
Assistance Fund

APPLICATION FORM

Promoters should consult with their local Economic Development Officer (EDO) for advice and assistance. Our personnel are also available to answer questions and provide some assistances, so do not hesitate to contact us.

IMPORTANT NOTICE

The following information MUST be attached for a file to be processed:

- ☐ Application Form
- ☐ Band Council Resolution(s) when required
- ☐ Proof of Equity (bank statement representing 10% of total project cost)
- ☐ Résumé of each Promoter involved in the project
- ☐ Diplomas, permits, and licenses
- ☐ Business Plan or Feasibility Study
- ☐ Financial statements last two completed business years (for existing business only)
- ☐ Operating Budget and Cash Flow for Business Expansion Projects
- ☐ Confirmation of acceptance from other funding sources (please complete list)
- ☐ _____
- ☐ _____
- ☐ _____

When applicable, these documents must also be attached:

(Applicants will be informed of which are required. If you have these already, attach them to avoid delays)

- ☐ Letter of Authorized Agent / Representative
- ☐ Partnership Agreement
- ☐ Environmental assessment and/or compliance
- ☐ Quotations from suppliers to validate the project costs (less than one year)
- ☐ Letter of interest (possible future client) or sales contract(s)
- ☐ Other supporting documents

The file will only be processed when all the required items are attached.

Incomplete applications will not be processed until all the required documents have been received and incomplete will be closed after ninety (90) days.

Business Information (Shared)

Business operating name	
NEQ	
Anticipated Start-up date	
Business address <i>(if unknown, please list community)</i>	
Business email address <i>(shared contact if applicable)</i>	
Business Phone Number	

Promoter Information

Details	Promoter 1	Promoter 2
Owner's name		
Home Address		
Beneficiary number		
Community of affiliation		
Date of birth		
% Ownership		
Email		
Work phone		
Home phone		
Cell phone		

 *If there are additional promoters, please complete Appendix A.*

I am requesting financing for (check all applicable cases):

☐ Start-up ☐ Acquisition ☐ Expansion ☐ Other: _____

Structure of the business (when applicable)

☐ Sole proprietorship ☐ Corporation ☐ Joint Venture
☐ Partnership ☐ Incorporated Company ☐ Other
☐ Non-Profit ☐ Cooperative _____

Project Description

Briefly describe the purpose, objectives, and expected outcomes of your project. Include the main activities that will take place and the anticipated results.

Products / Services Offered

Describe what your business will sell or provide. Explain how your product or service will meet the needs of your target customers.

Employment Creation

Please enter the expected jobs created and/or maintained (permanent, temporary, seasonal, part-time, full-time).

Job Type	Number of Positions	Comments:
Regular Full-Time		
Regular Part-Time		
Seasonal Full-Time		
Seasonal Part-Time		

Potential Market

Describe your target market: who your customers are, what their needs are, and where they are located. Explain why they will be interested in your product or service. Attach letters of intent or contracts if available.

Promoter Qualifications & Experience

List the qualifications, licenses, education, and relevant expertise of the promoter(s), manager(s), and any external resource(s) who will be involved in the project. Résumés must be submitted with the application. Applicants operating machinery or specialized equipment must also provide valid permits or certifications as required by law.

Project Costs	Amount (\$)	CNG Use (if applicable)	
Admissible Capital Costs			
Building			
Leasehold Improvements			
Land Preparation			
Equipment / Vehicles			
Inventory (<i>max \$10,000</i>)			
Other (specify):			
Admissible Operating Costs			
Insurance (quotation required)			
Permits			
Marketing (<i>max 10% of total cost</i>)			
Other (specify):			
Business Support Costs			
Accounting			
Feasibility Study			
TOTAL PROJECT COSTS			

Project Financing	Amount (\$)	CNG Use (if applicable)	
Equity (minimum 10% of total project cost)			
Owner's Investment*			
Grants			
Community Economic Dev. Dept.			
CNG – CEAF (<i>max 25% or \$150,000</i>)			
SOCCA			
Board of Compensation			
Other (specify):			
Loans			
EEG			
SOCCA			
BDC			
Bank (specify):			
Other Financing			
Other (specify):			
TOTAL PROJECT FINANCING			

Promoter Authorization and Consent

I (we) authorize representatives of the Department of Commerce and Industry of the Cree Nation Government to obtain from and share with persons or organizations, public or private, any information necessary to complete the assessment of the project outlined in this application.

Promoter

Promoter's Name

Date

Promoter's Signature

Signed In**Co-Promoters**

In the case of a project involving more than one party, all Co-Promoters must sign this consent form.

Co-Promoter's Name

Date

Co-Promoter's Signature

Signed In

Co-Promoter's Name

Date

Co-Promoter's Signature

Signed In

Co-Promoter's Name

Date

Co-Promoter's Signature

Signed In**Questions/Comments**

Appendix A

Co-Promoters Involved

Details	Promoter 3	Promoter 4
Owner's name		
Home Address		
Beneficiary number		
Community of affiliation		
Date of birth		
% Ownership		
Email		
Work phone		
Home phone		
Cell phone		

APPENDIX B

Business Plan Model

Business Plan Model

Contact information
• Company name • Commercial name • Full address • Phone • Fax • Email
Executive summary
Please provide and overall project benefit for the region, employment potential. New business products or services. Introduction of competition etc.
Investment and Financing
• Start-up costs • Equity investment • Financing (type, amount and source)
Description of the business and the project
• Mission • History • Legal status • Promoters and owners • Project description • Sector of activity (Construction, Retail, Trucking, Heavy Equipment, Consulting etc.) • Project location – All CEAF projects must be located in Category 1A – Cree Communities • Project timelines and completion date for each item listed • Advertising brochure (if it already exists)
Products and Services
• Description of products/services provided • Target customers • Target geographical location • Distribution channels for products/services provided

Market Analysis
Description of the sector of activity • General market overview for the region • Current market trends • Opportunities for this product/service in the market served • Government regulation • Target geographical location • List of potential customers • Target customers (socio-demographic data, behaviour, attitudes, needs) • Potential market (for example, estimated total annual sales) • Strengths, weaknesses, opportunities and threats • Competition/Competitive advantages
Marketing Plan
• Pricing strategy (competitor pricing, gross margin, cost price) • Sales and distribution strategy (advertising, telemarketing, web, other) • Promotional activities • Budget and timetable
Operating Plan
• Quality approach • Environmental standards • Permits and licenses needed to implement the project • Supply Chain (suppliers, products/services, delivery time) • Fixed assets to acquire (buildings/equipment) • Human resources required to implement and operate the project • Technology investments
Financing Plan
• Start-up projected expenditures and funding required to implement the project • Financial statements for the past three years (existing business) • Financial forecasts for the first three years of operation, including income statements, break-even analysis, balance sheet, and monthly cash flow requirements • Offers of banking facilities (available loans, credit margins etc.) • Offers of financial partners Note: Financial statements and forecasts must be prepared in compliance with generally recognized accounting standards in Quebec.
Other Documents
• Promoters' resumes • Shareholders' agreement (if required)

APPENDIX C

Business Services Officer
Economic Development Officers/
Business Development Officers

Business Services Officer/Economic Development Officers/Business Development Officers

Business Services Officer: Katie-Joy Sealhunter-Matoush

Mistissini, QC, G0W 1C0

418-923-2901, ext. 3410

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Erica Moar Economic Development Officer Cree First Nation of Nemaska 32 Machishteweyah Street Nemaska, Quebec, J0Y 3B0 Tel: 819-673-2512 ext. Fax: 819-673-2542 Email: emoar@nemaska.ca	Vacant Economic Development Officer Cree Nation of Washaw Sibi 141, Route 111 Ouest Amos, Quebec, J9T 2Y1 Tel: 819-732-9409 Fax: 819-732-9635 Email:
Andrew Coon Coordinator of Economic Development Cree Nation of Mistissini 187 Main Street Mistissini, Quebec, G0W 1C0 Tel: (418) 923-3461 ext. 1219 Cell: 418-770-6353 Fax: (418) 923-3115 Email: aconon@mistissini.ca	Sidney Orr Economic Development Officer Cree Nation of Whapmagoostui PO Box 390 Whapmagoostui, Quebec J0M 1G0 Tel: 819-929-3384 Cell: 873-965-0412 Fax: 819-929-3203 Email: sidneyorr@whapmagoostuifn.ca EDO@whapmagoostuifn.ca
Garrett Whiskeychan Economic Development Officer Cree Nation of Eastmain P.O. Box 90 Eastmain, Quebec, J0M 1W0 Tel: 819-977-0211 Fax: 819-855-3374 Email: GWhiskeychan@eastmain.ca	Allan Oblin Economic Development Officer Cree Nation of Waswanipi 1 Chief Louis Gull Waswanipi, Quebec, J0Y 3C0 Tel: 819-753-2587 ext. 322 Fax: 819-753-2555 Email: allan.oblin@cfnw.ca
Inimiki W. Polson Economic Development Officer Cree Nation of Chisasibi Chisasibi, Québec J0M 1E0 Tel: 819-855-2878 ext. 391 Cell : 819-855-7507 Fax: 819-855-2875 Email: inimikipolson@chisasibi.ca	Melvin Wesley Business Development Manager Cree Nation of Waskaganish P.O. Box 60 Waskaganish, Quebec, J0M 1R0 Tel: 819-895-8650 ext. 3277 Fax: 819-895-8901 Email: Melvin.wesley@waskaganish.ca
Harry Bosum Economic Development Officer Ouje-Bougoumou Cree Nation 207 Opemiska Meskino P.O. Box 1169 Ouje-Bougoumou, Quebec, G0W 3C0 Tel: 418-745-3911 Fax: 418-745-3544 Email: hbosum@ouje.ca	Drayden Mistacheesick Economic Development Officer Cree Nation of Wemindji 21 Hillside Drive P.O. Box 60 Wemindji, Quebec, J0M 1L0 Tel: 819-978-0264 Fax: 819-978-0258 Email: edo@wemindji.ca