

## **Checklist to Apply for Self EmployPEI**

This checklist is to ensure you have all the documentation required to apply to the Self EmployPEI Program.

**You must first attend a Self EmployPEI info session and a subsequent appointment with a Program Officer who is assigned to you after the info session.**

### ☐ **The Business Plan (1)**

- i. A written portion, preferably using the **SE Business Plan template** you were provided, which will detail your business strategy and define your competitive advantage and includes in-depth market research and a comprehensive marketing strategy.
- ii. The financial documents using the Excel **SE Proformas financial template** which will calculate your Startup Costs, Revenue and Sales Projections, Two-year Monthly Cashflows, Income Statement and Balance Sheet.

The business plan must include documentation of your research sources whenever quoting facts or research. Do not make assumptions in your business plan that do not have a basis in factual information. To cite your sources in your business plan you can do this for example - (2016 PEI Statistical Review, p 10) or (survey conducted May 4, 2020) or similar.

### ☐ **Verification of personal investment or financing (2)**

Proof of funds to cover start-up costs and to maintain cash flow in the black (positive) until sales are sufficient to cover costs (breakeven point) determined by using the Startup and Investment tab on the SE Proformas financial template you were provided to include in your business plan.

### ☐ **Self-Employ Application Form\* (3)**, completely filled out and signed

### ☐ **Payee Registration Form\* (4)** completely filled out and signed, with

### ☐ **Banking Information (5)**

**\*Ask your Program Officer to email you an Application Form and a Payee Registration Form when the complete and final version of your business plan is ready for submission.**

**Submit all five of these documents to your Program Officer via one email. If all documents are not included, assessment will not begin until the missing documents are submitted.**

Submission of these forms does not denote acceptance to the Self Employ PEI program. Your business plan must be assessed, recommended to management and approved for you to be approved to participate in the program.

*If you opt to use a different business plan writer, you must ensure all the information asked for in the SE Business Plan template is included somewhere within. If you do not use SE Proformas financial template, you must show the same information found on all these tabs within the format you choose*