



Invested in BC's North

A person in a dark jacket and pants stands on a rocky shore, looking out at a large ship in a bay. In the background, there are mountains under a cloudy sky. The entire image has a green tint. There are white decorative curved lines at the bottom of the image.

Community Futures is a supportive non-profit partner who walks with aspirational and seasoned entrepreneurs from business startup to succession planning.

Our teams know what it's like to live and do business in Northern BC—we provide the necessary support, connections and resources for small businesses in rural and remote communities.

We are small and local where it counts but with decades of experience and legacy to help make the communities we call home a better place to live and work.

Strong and connected as the people who make up this region, we are invested in B.C.'s North.

Scattered throughout nine different regions in Northern B.C.—from the Yukon border to South Cariboo—Community Futures provides practical business solutions, advice and mentorship with a northern point of view.



Community Futures Peace Liard serves the communities in the Peace River Regional District and Northern Rockies Regional Municipality with the focus of improving the quality of life in the region by enhancing business and entrepreneurial activity.

Serving:

Chetwynd

Dawson Creek

Fort Nelson

Fort St. John

Hudson's Hope

Pouce Coupe

Taylor

Tumbler Ridge

Peace River Regional Electoral Areas

Northern Rockies Regional Municipalities

Blueberry First Nation

Doig River First Nation

Halfway River First Nation

Prophet River First Nation

Saulteau First Nation

Fort Nelson First Nation





The Self-Employment Program

Who does the program serve?

The Self-Employment Program, offered through Community Futures organizations including Community Futures Peace Liard, helps unemployed and underemployed individuals start and operate their own business.

Clients MUST be referred to the SE program through an Employment Assistance Service contractor in their community.

Self-Employment Coordinator

The Self-Employment Program Coordinator supports aspiring entrepreneurs to turn business ideas into viable businesses.

The focus is to assist individuals to move from an idea to a sustainable business through planning, training, mentorship, and ongoing support.



Program Support may include:

One-on-one business coaching and mentoring

Business planning, market research, and financial guidance

Entrepreneurship and business management training

Ongoing support as the business gets established and grows

Approval Criteria

Approval Criteria

The client has an active EI Claim or had an EI Claim within the last 3 years or a parental claim within the last 5 years.

The client is a resident of the Peace Liard Region.

The client is legally entitled to work in Canada

The client has the ability to make the minimum investment into the business.



Approval Criteria cont.

The client is starting a new business or one that he/she has no previous ownership in.

The applicant has controlling interest in the business

The business is suitable for public funding

The sale income is not derived solely from commission sales.



Approval Criteria cont.

The sale income is derived from more than one source.

The applicant has the related skills and experience in the chosen field.

The business fits the area economic development strategy and fills a community need.

The business demonstrates financial viability.



Approval Criteria cont.

The business has no direct competition or has the support of the competitors.

There is room in the marketplace for the business to start.

There is evidence that the applicant will be working a minimum of 35 hours per week on the business.

The client has not started the business



STAGE ONE: THE APPLICATION PROCESS

Must be referred to the SE program through an Employment Assistance Service contractor in your community.

Must meet eligibility requirements.

Begin planning for financing if needed before proceeding to Stage Two.

With assistance from the SE Coordinator, complete a Business Conceptual Plan and the Self Employment Application form.



The SE Coordinator will then submit the Business Conceptual Plan to committee for review.

Upon approval, you will be required to sign Phase One Contract between CFPL, Service Canada and yourself.

Agree to a due date to submit a completed business plan and begin to submit weekly activity reports.





STAGE TWO: THE DECISION

Stage Two

The SE Selection Committee will review the business plan, executive summary, and make their recommendations.

The client is now authorized to launch the new business.

The client is required to provide SE Coordinator with monthly Income & Expense and Activity reports and must attend monitoring sessions.

Once Approved

The Client must agree to:

Work 35 hours/week on developing a Business Plan.

Arrange financing if needed, at this time.

Schedule coaching and business counseling sessions with the SE Coordinator as required.

Work with the SE Coordinator on any recommendations to improve the business plan.

Submit a completed business plan to the SE Coordinator by the pre-arranged date.





SELF EMPLOYMENT WORKSHOPS

UNIT 1:

LOOK BEFORE YOU LEAP

In this unit clients will have the opportunity to assess their entrepreneurial characteristics and business skills.

Clients will examine some steps to take before leaping into a business venture.

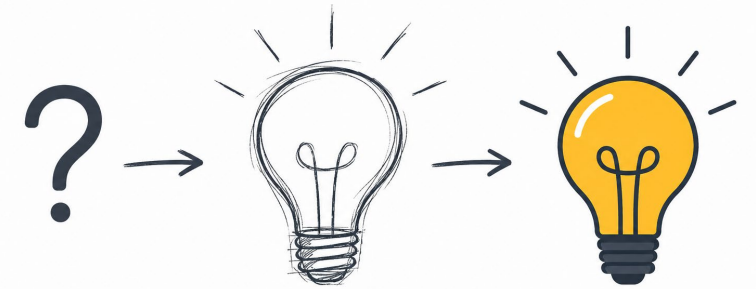


UNIT 2:

CONCEPT DEVELOPMENT

This unit will assist clients to identify anticipated customers and identify the need for the proposed product or service. This will assist to develop a market and product or service plan.

1. Business Concept
2. Marketing
3. Understanding Your Market
4. Market Research Business Profile
5. Business Profile



UNIT 3:

LEGAL ISSUES

This unit will introduce clients to the forms of business organization, and legal issues and procedures that may need to be considered when starting up your business.

This unit will also cover some of the commonly required licenses, permits and regulations that apply to small businesses.

Should the business be a sole proprietorship, partnership, or a corporation?

Will financing be needed to get the business up and running?

Eligibility status if money needs to be borrowed?



UNIT 3 cont.

More questions to address as the new business begins to take shape.

1. Methods of Carrying on Business
2. Factors in Selecting Your Business Structure
3. Taxation of Business Entities
4. Creating a Corporation
5. Creation of Partnership, Franchise and Sole Proprietorship....
6. Naming Your Business
7. Legal Checklist
8. Business Insurance

UNIT 4:

GOING TO MARKET

This unit will assist the client to develop a strategy to market their product or service to your customers.

1. Defining Your Marketing Objective
2. Product Strategies
3. Pricing Strategies
4. Distribution Strategy
5. Promotion



UNIT 5:

SALES and QUALITY OF SERVICE

This unit will help the client to develop effective sales techniques, set sales objectives, overcome objections, and to track results.

1. Sales Performance
2. Measuring Success



UNIT 6:

FINANCIAL PLANNING

This unit presents techniques to help record and analyse personal financial information.

1. Personal Financial Management
2. Record keeping and Financial Management for an Enterprise
 - a) Cash Flow Statement
 - b) Income Statement
 - c) Balance Sheet
 - d) List of Start-Up Costs
 - e) Break Even Analysis



UNIT 7:

ESTABLISHING YOUR OWN PRACTICE

This Unit is designed to provide guidelines for establishing a consulting practice. It presents a comprehensive overview of key issues and strategies relevant to professional consulting.



Section One: Defining Your Consulting Services

Section Two: Marketing Your Consulting Services

Section Three: Financial Matters

Section Four: Managing Risks

UNIT 8:

ANATOMY OF A BUSINESS PLAN

In this unit, the client will be given guidelines on what information to include in a business plan.

The client will prepare a business plan.





**Thank you
for your time.**

Questions?



CONTACT

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