



FarmWorks Investment Co-operative Limited
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Application Form - FarmWorks Gentle Dragons Session

Contact Linda Best, lbest@ns.sympatico.ca, 902-542-3442 or 902-670-3660 Fax: 902-542-5812 with any questions.
Please send completed form to Linda Best by email or fax.

FarmWorks Investment Co-operative Limited will host “*Gentle Dragons*” Sessions across Nova Scotia in January and February 2020. The Sessions will feature people who wish to present their plans for growing, or starting, a food-related business. FarmWorks’ Mission is to *promote, and provide, strategic and responsible community investment in food production and distribution in order to increase access to a sustainable local food supply for all Nova Scotians*. The goals of these sessions are to promote local enterprises that provide food and beverages; to raise awareness of potential opportunities for investment in food-related businesses that require funding in order to provide more local, sustainable, healthy food; and to inform the public about the FarmWorks Community Economic Development Investment program.

Applications are invited from Nova Scotian food and beverage producers who **1) wish only to showcase their business** and/or **2) wish to seek funding for their business** in order to increase production of food and beverages. The five minute presentations may include up to 10 slides and will be followed by questions and suggestions from the Dragons and the audience. We hope that hearing these presentations will inspire people to purchase more of your products and to invest in the local economy.

If you are **not** applying for a loan please complete yellow sections only.

If you are applying for a loan complete all sections – this is the first stage of FarmWorks lending process.

General Business Information - REQUIRED

What is the name of your business?
What is your business address?
What is your business telephone number?
What is your business web address, if available?
What is the name of the person whom we should contact?
What is the contact person's phone and cell phone number?
What is the contact person's email address?

Detailed Business Information

What is the type of your business?

- Farm - Producer
- Caterer / Prepared Foods
- Specialty Food Item
- Winery or beverages
- Food Processing & Packaging - Beverage Production, Slaughterhouse
- Services or Resources – Sales, Equipment, Information, Legal, Media
- Restaurant / Bar
- Distribution
- Marketing & Sales
- Technology
- Other

If you checked "Other," please indicate your business type.

What is your Mission Statement?

Describe your business in 1- 3 sentences – your brief or “Elevator” Pitch.

Describe the new business, transition, expansion or increase in sustainability that you intend to achieve with the funding requested – your Funding Pitch.

What is the status of your business?

- Start Up
- Transition or Expansion
- Other

If you checked "Other," please indicate what your business status is

For Start Ups, What is your anticipated Launch Date?

For On-Going Businesses, how long have you been in business?

What is the legal structure of your business? Either actual for on-going businesses or anticipated for start ups

- Partnership
- Limited Company
- Sole Proprietorship
- Co-operative
- Have not selected or organized business structure yet

Do you have a business plan prepared?

- Yes
- No
- Under Development

What is your projected increase in annual revenue from operations after the new plans are in effect?

How many more people are projected to work in your business after the new plans are in effect?

Analyzing Your Business Model

The following questions about your business will provide us with a better understanding of your enterprise. If your Business Plan answers these questions, please submit the relevant parts of it.

For current businesses, what are the various sources of your business revenue?

How will the loan you are seeking increase your business revenue?

What is the "Value Proposition" of your business? Describe the products and services that create value for every specific type of Customer. What needs are you satisfying? What problem are you solving?

Who are your target customers? Location, Age, Income, etc.

How do you establish relationships with your customers?

What are the channels by which you communicate with and reach customers? Direct sales? Web sales? Wholesale?

Who are the key individuals and suppliers that your business relies on?

What is your most ambitious goal for your business? Please be specific.

What is your biggest challenge beyond financing? Please be specific.

Financing Needs

Approximately how much money do you need in addition to what is presently available to you?

Please explain how the money you are seeking will be used to achieve your goals.

Principles of Sustainability *

What does "sustainability" mean to you?

What are you doing to help insure the sustainability of your business?

Do you collaborate with and / or support other local businesses? If so, please describe.

What "local" mean to you?

Is your product, by your definition, locally made or made with local ingredients?

Is your product certified by any agency or organization?

What materials do you use in your product packaging?

Please describe any other relevant sustainability practices of your business - Environmental, Energy, Labour, Trade, Access, Diversity, Soil Health, etc.

Additional comments: