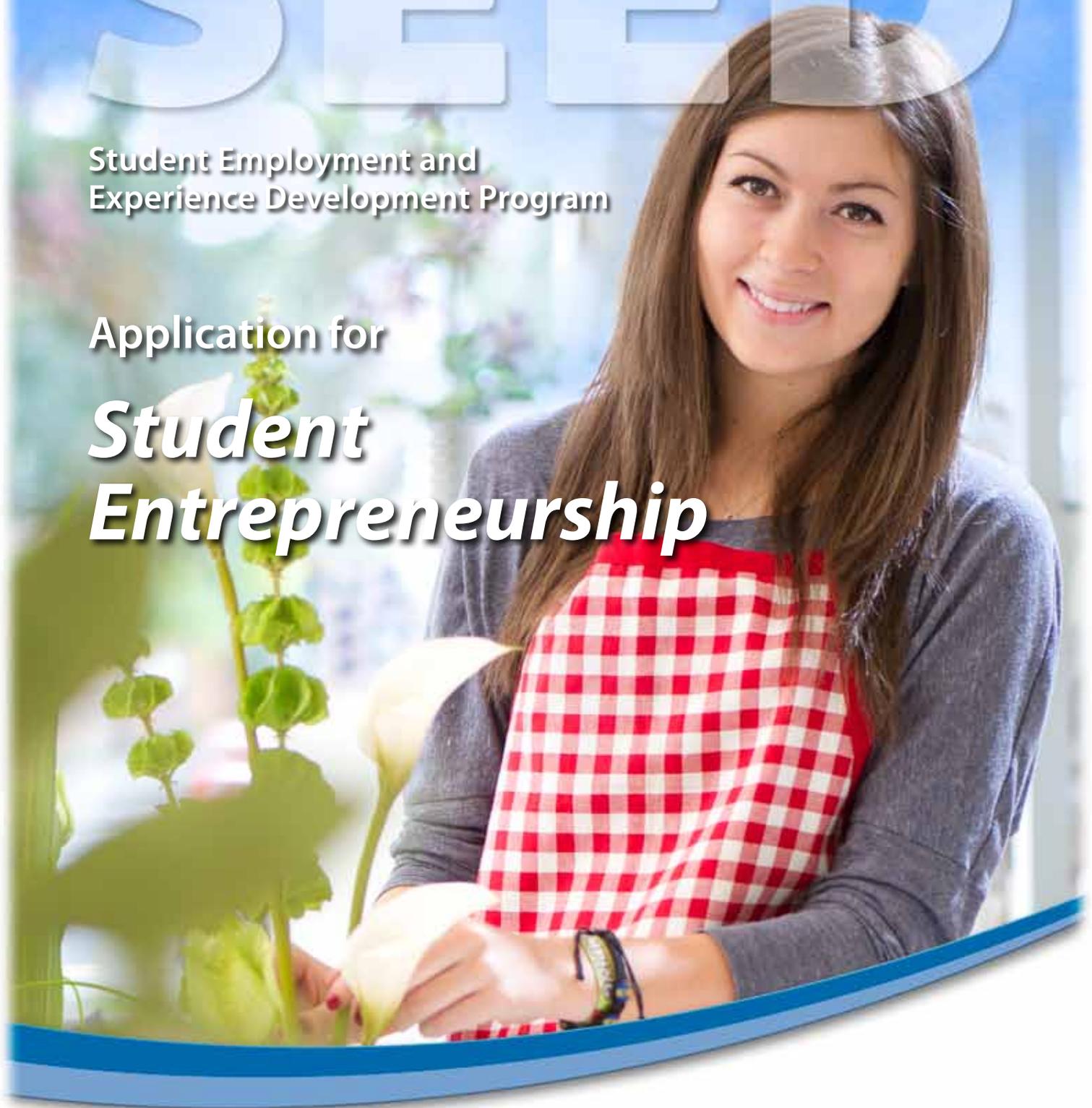


# SEED

Student Employment and  
Experience Development Program

Application for

## *Student Entrepreneurship*





# STUDENT ENTREPRENEURSHIP

## PROGRAM DESCRIPTION

The Student Entrepreneurship component of the Student Employment and Experience Development Program (SEED) is a unique part of the Government of New Brunswick's summer employment programming. It offers interest-free loans to students who wish to create summer employment and gain valuable business experience by operating their own business. Retail shops, craftspeople, painting operations, computer companies, lawn care businesses and many other original ventures have received funding under Student Entrepreneurship in the past.

The Student Entrepreneurship component provides a guaranteed interest-free loan of up to \$3,000 to help students start a summer business that will create at least one full-time student summer job for themselves (minimum of 30 hours per week) and provide the applicant with valuable entrepreneurial experience. If the loan has been repaid in full by **October 15<sup>th</sup>**, up to one-third of the value of the loan may be reimbursed, provided that all program regulations and requirements have been met.

## ADMISSIBILITY REQUIREMENTS

1. Applicants\* must have been a full-time student in the previous academic year and must be returning to full-time studies in the fall.

**\* Applicants include you and your partner(s), if any. If the business is a partnership, each partner must fill out a separate information form. The students have equal share in ownership. A partnership is still only eligible for a maximum loan of \$3,000.**

2. International students with a temporary work visa for "off-campus" work and a social insurance number (900 series) are eligible for the program. A copy of the work visa must be presented before the evaluation process begins.

3. Applicants must be 16 years of age or older and have a social insurance number. Applicants under 18 years of age will need the signature of a guarantor acceptable to the financial institution in order to obtain the loan.

4. Because this program is administered provincially, applicants must have established New Brunswick residency or lived in the province during the last six months and be returning to full-time studies in New Brunswick in the fall. Long-term New Brunswick residents remain eligible even if they are studying outside the province.

5. The business must be operated in New Brunswick.

6. An applicant may have only one Student Entrepreneurship loan outstanding at any time during a fiscal year, either as a sole proprietor or as a partner.

7. Businesses operating on family-owned premises must be able to demonstrate independence from the family-owned operation. If you are planning to operate an agricultural business, such as raising livestock or cash crops, you must demonstrate a significant measure of independence from the farm on which you are operating.

**Please be advised, only electronic copies of this application are provided. Completed applications must be printed and submitted to the regional office. For additional applications please visit [www.gnb.ca/training](http://www.gnb.ca/training).**

## COLLECTION, ACCESS, USE AND DISCLOSURE OF PERSONAL INFORMATION

The Department of Post-Secondary Education, Training, and Labour (the Department) collects your personal information in order to administer the Student Entrepreneurship component, to determine and verify your eligibility, and if you are approved under this component, to conduct follow-up evaluations and monitoring with you.

Personal information provided by you is collected by the Department in accordance with paragraph 37(1)(b) of the *Right to Information and Protection of Privacy Act*, SNB 2009, c. R-10.6 (RTIPPA) and subsection 27(1) of the *Personal Health Information Protection and Access Act*, SNB 2009, c. P-7.05 (PHIPAA).

Personal information provided by you is protected and handled in accordance with RTIPPA, PHIPAA, and the *Document and Record Management Policy*. If you have any questions or concerns regarding the application form and/or process, the handling of your personal information, or this component, please contact the Department's regional office in your area.

All personal information provided by you must be accurate; please immediately inform the Department of any changes.

Should you be approved under this component, the Department will share your personal information with other provincial departments and agencies to administer the financial portion of this component.

The Department may share your personal information with a third party evaluator hired to conduct the follow-up evaluations and monitoring. The evaluator may contact you for a period of up to seven (7) years following your participation in the component for the purpose of collecting information about your employment and/or training status, which will be used to monitor your progress and to evaluate the overall component for research and continuous improvement to programming. The third party evaluator hired by the Department must also abide by the privacy standards established in RTIPPA and PHIPAA.

In signing the application form, you acknowledge that this authorization is valid for the duration of your participation in the component, the monitoring associated with it, as well as for the follow-up evaluation of the component (as established by the Department).

### Notes:

1. You can revoke your consent at any time, in writing. Please note that if you do so, you will no longer be able to participate in the component because of its administration requirements.
2. If you are under the age of 18 or have an established guardian or trustee, your parent, guardian or trustee must also sign your application form.
3. The contact information for the Department's regional offices is found in this booklet and at [www.gnb.ca/training](http://www.gnb.ca/training).

## PROGRAM RESTRICTIONS

### To be eligible for program financing:

1. Applicants must submit a business plan stating added value to the end product. For instance, a business involved in buying and selling cattle should look into opportunities that involve selling meat products and/or by-products instead of simply selling the cattle after weight gain.
2. Cash crops should be restricted to crops that are planted and harvested in one season. It should be new crops to the farm operation and not more of the same type of crops.

### Applicants are not eligible if they:

- have not completed their General Education Diploma (GED)
- join the Armed Forces
- attend university or college on a part-time basis
- take a full course load through correspondence

## REQUIREMENTS PLACED ON THE BUSINESS?

1. Your business must fall under generally accepted definitions of an independent business. That means you should have a large measure of independent control over business operations.
2. Commission sales, pyramid-type selling, network marketing, 1-900 numbers and extension of family own businesses are not eligible. The business must be suitable for public funding and not exploit sex, religion or politics.
3. Your application must include a business plan that shows how you will be able to pay back the loan by **October 15<sup>th</sup>**.
4. Your application must display how you will create one or more full-time summer jobs and/or how you will gain business experience on a daily basis (minimum of 30 hours per week).
5. The loan cannot be used towards the purchase of licensed motor vehicles.
6. Your business has to operate for at least six weeks and all program requirements and regulations must be met to be eligible for the one third reimbursement of the value of the loan.

**The Program is made possible with the participation of financial institutions and the Government of New Brunswick.**

## PROGRAM REGULATIONS

1. Your business must operate on a full-time basis (minimum of 30 hours per week) for a minimum of 6 weeks between **April 1<sup>st</sup> and Labour Day Weekend**. The business must create at least one summer job for the applicant to work in that position.
2. The student must make application no later than **June 30<sup>th</sup>**.
3. You must submit proof within 30 days that certain business regulations have been adhered to, such as registering your company name, buying insurance, etc. Failure to do this may result in the cancelling of your loan.
4. Your loan must be repaid immediately if you do not start your business within a period that will allow operation for the required time frame.
5. **Your loan must be repaid on or before October 15<sup>th</sup> to be eligible for a reimbursement equal to one-third of the value of the loan.**
6. A final income statement must be submitted to the Department before **October 31<sup>st</sup>**.
7. On any pamphlets or advertising material you may state the following: "This business has received financial assistance from the New Brunswick SEED Program", however, you may not indicate that your business was funded by a financial institution, nor may you use logos of the financial institution or the Government of New Brunswick.
8. Students must ensure that proper bookkeeping methods are established, including payroll records, where applicable, cancelled cheques, sales slips, invoices, etc. These must be maintained during the time your business operates. This information shall be made available to the Department for audit purposes.

## HOW TO APPLY FOR A LOAN

1. Assess your talents and decide on the service or product you wish to offer. It is helpful to perform a market study to check demand and to review all relevant by-laws/legislation pertaining to your proposal beforehand. The most important stage of operating your business is often the preparation, so be thorough.
2. You are now ready to begin filling out your application. Included in this booklet are:
  - Form A - Personal Information
  - Attachment B - Written Project Description
  - Form C - Cash Flow Forecast
3. Complete all three forms and submit them to the regional office.

**NOTE: In this booklet you will find a list of the Departments regional offices or visit [www.gnb.ca/training](http://www.gnb.ca/training)**

4. If you need additional applications please be advised, only electronic copies of this application are provided. Completed applications must be printed and submitted to the regional office. For additional applications please visit [www.gnb.ca/training](http://www.gnb.ca/training).
5. Please be sure you have answered, on a separate sheet, all questions contained in the Written Project Description (Attachment B). Your cash flow sheet (Form C) must also be filled out, as this helps to control your business's finances. In a partnership, all partners must fill out a separate Personal Information Sheet (Form A). **AN INCOMPLETE APPLICATION WILL DELAY THE ASSESSMENT OF YOUR APPLICATION.**
6. It is highly recommended that you make a copy of your application for your personal files.
7. Please allow at least 2 to 3 weeks for the processing of your application. You will be notified by your regional office as to the status of your application and procedures to follow.
8. No applications will be accepted after **June 30<sup>th</sup>**.
9. If you have any problems or questions please contact your regional office.



# STUDENT EMPLOYMENT AND EXPERIENCE DEVELOPMENT PROGRAM (SEED) Student Entrepreneurship Component

Post-Secondary Education,  
Training and Labour

## APPLICATION FORM FOR STUDENT (Formulaire disponible en français)

Office Use Only  
  
 \_\_\_\_\_  
 Application ID

**FORM A**

In which language do you prefer to receive correspondence?  English  French

Title	First Name	Middle Name	Last Name
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>

Date of Birth (yy/mm/dd)	Gender (M/F)	Social Insurance #	Permanent Phone Number
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>

Alternate Phone Number	Business Phone Number	Cellular Number	Fax Number
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>

E-mail Address (if applicable)	Web Site Address (if applicable)
<input type="text"/>	<input type="text"/>

Permanent Mailing Address

City, Town, Village

Province

Postal Code

Name of Proposed Business:

**Note:** If the business name is different from your name, you may be required to register with Service New Brunswick - Corporate Services.

Major Activity of the Business

Postal Address (if known)

Business Location (City, Town, Village)

**EDUCATION**

Type of School	School Name and Location	Year Attended		Check one option for each type	Field of Study or Specialization	Diploma, Certificate or Degree Obtained
		From	To			
Secondary				<input type="checkbox"/> 9 <input type="checkbox"/> 10 <input type="checkbox"/> 11 <input type="checkbox"/> 12		
Community College				<input type="checkbox"/> Some <input type="checkbox"/> Completed		
University				<input type="checkbox"/> Some <input type="checkbox"/> Completed		
Private				<input type="checkbox"/> Some <input type="checkbox"/> Completed		

Amount of Loan Requested	Date Loan Required	Expected Start Up Date
\$ <input style="width: 90%;" type="text"/>	YY <input style="width: 15%;" type="text"/> MM <input style="width: 15%;" type="text"/> DD <input style="width: 15%;" type="text"/>	YY <input style="width: 15%;" type="text"/> MM <input style="width: 15%;" type="text"/> DD <input style="width: 15%;" type="text"/>

As this program is delivered through the Royal Bank and the Caisse Populaire Acadienne, please indicate which one you wish to deal with:

Royal <input type="checkbox"/> Caisse populaire <input type="checkbox"/>	Address <input style="width: 95%;" type="text"/>	Telephone <input style="width: 95%;" type="text"/>
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Please indicate which of the following apply to you:

- Social Assistance Recipient
- Full Time Student
- Currently receiving Employment Insurance
- Received Employment Insurance Benefits in the last 36 months

- International Student
- Visible Minority
- Youth ( ages of 16 and 24)
- Between the ages of 25 and 49
- 50 years and above

Aboriginal, please indicate any of the following:  Status

Non-Status  Inuit  Metis

Disabled, please indicate any of the following:  Co-ordination  Mobility  Hearing  Sight  Speech  Other

Will this business operate as a partnership?  Yes  No

If yes, please indicate partners name: 1. \_\_\_\_\_ 2. \_\_\_\_\_ 3. \_\_\_\_\_

**NOTE: A SEPARATE INFORMATION SHEET MUST BE COMPLETED BY EACH PARTNER.**

Are you or will you be working at another full-time job during the summer?  Yes  No

If yes, how many hours per week? \_\_\_\_\_

Are you planning to hire employees?  Yes  No

If yes, how many? \_\_\_\_\_

Have you received a Student Entrepreneurship loan before?  Yes  No

If yes, please indicate what year? \_\_\_\_\_

Are you returning to full-time studies in the fall?  Yes  No

If yes, where? \_\_\_\_\_

Have you established residency in NB?  Yes  No

Will your business operate in NB?  Yes  No

**EMPLOYMENT HISTORY - Give details of most recent history first.**

Employer Name & Address	Type of Work	Effective Dates	
		From	To

**REFERENCES - List two people not related to you that we may contact.**

First Name	Last Name	Phone Number
<input type="text"/>	<input type="text"/>	<input type="text"/>
Mailing Address		
<input type="text"/>		

First Name	Last Name	Phone Number
<input type="text"/>	<input type="text"/>	<input type="text"/>
Mailing Address		
<input type="text"/>		

I certify that the information provided by me in this application is true and complete. I hereby authorize the Department to use the information provided to administer the Student Entrepreneurship component of the Student Employment and Experience Development Program (SEED), to determine and verify my eligibility (including performing a credit check), and if I am approved under this component, to conduct follow-up evaluations and monitoring with me.

\_\_\_\_\_  
Applicant's Signature

\_\_\_\_\_  
Date

\_\_\_\_\_  
Name of Parent, Guardian or Trustee  
(please print)

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Date

# ATTACHMENT B

## WRITTEN PROJECT DESCRIPTION

A Written Project Description must be attached to your application form. Research the following areas in detail in order to provide the Department and the financial institutions with a comprehensive picture of your business.

Your regional office can help you in writing the project description.

**YOUR APPLICATION WILL BE DELAYED IF THE REQUESTED INFORMATION LISTED BELOW IS NOT PROVIDED.**

### 1. OPERATION

#### a) Business

Describe your product or service in detail, as well as the location where your business will be operated. If you are operating on property other than your own, provide the lease agreement that you have with the owner or the name and telephone number of the individual from whom you will be leasing. If you are operating a franchise, please include a copy of your signed franchise agreement with your application.

#### b) Management

State the names of all partners. Describe the work each partner will perform in the business and the experience or specific skills each brings to the business. If your business is a partnership, include a partnership agreement signed by the involved participants where applicable.

**Remember each partner must complete a Personal Information Sheet.**

### 2. MARKETING PLAN

Please comment on the following aspects of your marketing plan:

#### a) Price:

- What price will you charge for your product or service?
- How did you determine this price?

#### b) Customers:

- Describe how you will inform potential customers about your service or product.
- Who are your potential customers?
- What is the estimated market size?
- Why will potential customers want to buy your product or use your services?
- If possible, provide the names, addresses and telephone numbers of potential customers who have expressed a real interest in your service or product.
- Provide details of any confirmed orders.
- How will you transport your product and what costs are involved?

#### c) Competition:

- Who are your competitors?

### 3. FINANCING

Please itemize and describe fully how you intend to utilize your Student Entrepreneurship Loan and include actual price estimates or quotes, where possible. Please identify whether the items will be bought or rented.

For merchandise that will retain a substantial value on a personal basis once your business has ceased operations, only a fraction of the total price will be considered eligible toward the start-up costs of your venture (e.g. lawn mower, computers, etc.).

### 4. REPAYMENT

State how you will repay your loan by **October 15<sup>th</sup>**, if your venture is not profitable. If this repayment will be in the form of assistance from a family member or acquaintance, include a signed letter from this individual confirming his/her participation.

## 5. REGULATIONS AND INSURANCE

The following are areas that may be applicable to your business. If approved, you will be asked to answer the appropriate sections. Responses at this time are helpful but not required.

- a) Register your business name. The registration of a business name may be required when you are engaged in a business for trading, manufacturing or mining and operating under any name other than your proper given name. Contact Service New Brunswick - Corporate Affairs (506) 453-2703.
- b) Obtain the permits and licenses that are required by either the municipality or industry that you are operating in.
- c) Purchase the necessary insurance for business, liability or vehicle. For more information, contact any insurance agent.
- d) Obtain an employer number and obtain a retail sales tax number. Employer numbers are required if you will be hiring employees. You must also be aware of the necessary deductions. Retail sales tax numbers are required if you expect to be selling taxable goods for a value of \$30,000 or more. Contact the Canada Revenue Agency office at 1-800-959-5525.
- e) Register your business with the WorkSafe NB. This is mandatory if you will be employing three or more persons at any one time. For more information, contact WorkSafe NB office in your area.

## DEPARTMENT OF POST-SECONDARY EDUCATION, TRAINING AND LABOUR REGIONAL OFFICES

### **Bathurst/Campbellton**

Department of Post-Secondary Education, Training and Labour  
157 Water Street, Suite 100  
Campbellton, N.B. E3N 3L4

### **Campbellton**

Telephone: (506) 789-2411 Fax: (506) 759-6696

### **Bathurst**

Telephone: (506) 549-5766 Fax: (506) 549-5782

### **Saint John**

Department of Post-Secondary Education, Training and Labour  
1 Agar Place  
P.O. Box 5001  
Saint John, N.B. E2L 4Y9

Telephone: (506) 643-7258 Fax: (506) 643-7443

### **Fredericton**

Department of Post-Secondary Education, Training and Labour  
300 St. Marys Street  
P.O. Box 6000  
Fredericton, N.B. E3B 5H1

Telephone: (506) 453-2377 Fax: (506) 444-5189

### **Acadian Peninsula**

Department of Post-Secondary Education, Training and Labour  
20-E St-Pierre Ouest Blvd., Place Bellevue  
P.O. Box 5644  
Caraquet, N.B. E1W 1B7

Telephone: (506) 726-2639 Fax: (506) 726-2728

### **Edmundston**

Department of Post-Secondary Education, Training and Labour  
121 de l'Église Street, Carrefour Assomption, Suite 308  
P.O. Box 5001

Edmundston, N.B. E3V 3L3

Telephone: (506) 735-2677 Fax: (506) 735-2527

### **Miramichi**

Department of Post-Secondary Education, Training and Labour  
152 Pleasant Street  
Miramichi, N.B. E1V 1Y1

Telephone: (506) 627-4000 Fax: (506) 624-5482

### **Moncton**

Department of Post-Secondary Education, Training and Labour  
200 Champlain Street, Suite 320  
P.O. Box 5001

Dieppe, N.B. E1A 1P1

Telephone: (506) 869-6944 Fax: (506) 869-6608

## CASH FLOW FORECAST

(Please refer to the definitions supplied)

Name of Business: \_\_\_\_\_ Amount Requested: \$ \_\_\_\_\_

Applicant(s): \_\_\_\_\_

Date Business Operation to Begin: \_\_\_\_\_ Date Loan Required: \_\_\_\_\_

**CASH RECEIPTS**

(Money you get)

	April	May	June	July	August	September	October
Student Entrepreneurship Loan							
Other (Specify)							
Total Sales (Gross Revenue)							
Disposal of Equipment							
<b>TOTAL</b>							

**CASH DISBURSEMENTS**

(Money you pay out)

Purchase of Equipment							
Rental of Equipment							
Labour							
Owner's Drawings							
Materials							
Temporary Rentals							
Advertising							
Utilities							
Office Supplies							
Other (Specify)							
Loan Repayment							
<b>TOTAL</b>							

**NET CASH**

(Total Cash Receipts minus Total Cash Disbursements)

Monthly Surplus							
Monthly Deficit							
Cumulative (to date)							

## CASH FLOW FORECAST

Form C is a planning tool that enables you to have sufficient cash on hand to operate your business. It helps you to decide when to rent or buy necessary items and when you can make loan repayments in order to reduce your loan payable on **October 15<sup>th</sup>**. Timing your expenditures helps you avoid cash shortages.

### DEFINITIONS

#### Cash Receipts (Money You Get)

<b>Student Entrepreneurship Loan</b>	The amount of money you need to borrow for your operation (Student Entrepreneurship Loan not to exceed \$3,000).
<b>Other (Specify)</b>	Money invested in your project from sources other than the government loan or money generated by your business each month. Included here will be money invested in your project from personal sources (e.g. a savings account, gift, etc.).
<b>Total Sales (Gross Revenue)</b>	The total amount of money you expect to receive when you sell your goods or services.
<b>Disposal of Equipment (Fixed Assets)</b>	Money received for fixed assets sold or returned. Fixed assets are equipment of a permanent nature which you need in order to operate your enterprise (e.g. ladders, lawn mower, computer, etc.). These items have a lasting value and are not fully consumed in the operation of your business. You can either purchase or rent your fixed assets.

#### Cash Disbursements (Money You Pay Out)

<b>Purchase of Equipment (Fixed Assets)</b>	Money you spend monthly for the purchase of equipment.
<b>Rental of Equipment (Fixed Assets)</b>	Money you spend monthly on the rental of equipment or premises.
<b>Labour</b>	Estimate of wages to be paid for owner(s) and employees.
<b>Owner's Drawings</b>	Withdrawal of funds from the business.
<b>Materials</b>	Items you need to buy that are consumed in performing the service or manufacturing the product (e.g. paint, pool chemicals, yarn, etc.). These are directly related to production or service delivery.
<b>Temporary Rentals</b>	Money you spend on renting special equipment for a specific period of time.
<b>Advertising</b>	Advertising and promotion costs.
<b>Utilities</b>	Expense you intend to spend on services such as light, heat, water or telephone.
<b>Office Supplies</b>	Money you spend on supplies in your office (e.g. pens, paper, etc.).
<b>Other (Specify)</b>	Money you spend for items not listed above. This may include insurance payments, registration fees, Work safe NB, etc.
<b>Loan Repayment</b>	Loan repayment installments to be completed by <b>October 15<sup>th</sup></b> .

#### Net Cash (Total Cash Receipts Minus Total Disbursements)

<b>Surplus</b>	Surplus remaining after all monthly expenses are paid.
<b>Deficit</b>	Cash loss from the operation.
<b>Cumulative</b>	Total net cash for the term of the business to date.