



Checklist to Apply for Self Employ PEI

****This checklist is to ensure you have all the documentation required to apply to the Self EmployPEI Program. You must first attend an appointment with your Program Officer. They will review this checklist with you.****

- Self-Employ Application Form** completely filled out and signed. Ask your Program Officer to email you an application form when you have completed your business plan and are ready to apply.

- Verification of personal investment or financing**
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 financial template you were provided.

- Business Plan**
 - A written portion, preferably using the **Blank Business Plan** template you were provided which will detail your business plan strategy and define your competitive advantage and includes an in-depth market research and comprehensive marketing strategy.
 - The financial documents using the Excel **Financial Proformas** template you were provided which will calculate your Startup Costs, Revenue and Sales Projections, Two-year Monthly Cashflows, Income Statement and Balance Sheet.
 - Includes documenting research source by inserting the source in brackets whenever quoting facts or research. Do not make assumptions in your business plan that have no basis in factual information. ie: (2016 PEI Statistical Review, p 10)

A **Business Plan template** has been provided to you. If you opt to use a different business plan writer, you must ensure all the information asked for in the **Business Plan template** is included somewhere within.

It is highly recommended that you use the **Financial Proformas template** provided to you. If you do not use it, you must show the same information found on all the tabs in the format you chose.

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