

Ontario Catapult Microloan Fund



Instructions on how to complete the Social Enterprise Business Plan

Purpose of the Social Enterprise Business Plan

We recognize that there is a multitude of ways to change the world. This business plan is *your* opportunity to explain your social venture in a clear and concise way so that a complete stranger can understand how you are commercially successful and achieving social impact. Remember that while anecdotal examples of success are effective, quantitative evidence is also important when demonstrating certain elements of your plan, such as your financial position or customer growth.

What is the Ontario Catapult Microloan Fund?

The Ontario Catapult Microloan Fund is a partnership between CSI, the Province of Ontario, Alterna Savings, Microsoft Canada, TD Bank Group, KPMG and Social Capital Partners. The Fund enables social entrepreneurs and innovators to turn their ideas into world-changing impact by supporting promising social enterprises with access to capital and CSI's existing programming and services.

Here are the essentials:

- Partnership: The loans are disbursed through our partners at Alterna Savings
- Rate: prime plus 2% - 6% (depending on your business and credit history)
- Term: up to a maximum of five years
- Fees: \$100 admin fee that can be incorporated or deducted from the loan
- Payment schedule: first payment must be made within 30 days after the initial disbursement
- Alterna Savings Membership: \$15 one-time membership fee

*** If loan recipients are located outside of the Alterna Savings regions, CSI and Alterna Savings will ensure that the time and location are arranged to facilitate the set up of your loan*

How to apply for a microloan

There are four sections to the Social Enterprise Business Plan. So long as this information is provided in this order, you can format and present in a document that is consistent with your style. There is no word limit to the sections, just know that clarity and brevity are your friends. Pictures, charts and graphs are always a nice touch. The application panel will score each business plan out of 100 points. A breakdown of each section's point distribution is outlined below.

SECTION 1: The Overall Business Plan (60 points)

1. Attach your business plan (20 points).

- Detail of business structure, goals and objectives (please clearly state your legal structure).
- What does the social venture do?
- Who are your typical customers?
- Who are your competitors and how are you different?
- What are the major threats and risks to the success of your venture?
- Detail your operating plan - describe your production process, identify assets required to operate the venture, what are the costs of bringing the product/service to market (production process and means of delivery)?
- What are the risks?

2. Attach your marketing plan (20 points)

- Who are your customers? What indications do you have that they (the customers) are willing to pay for the product/service?
- What value are you creating for your customers
- Provide an estimate on how many customers your enterprise could potentially reach.
- Detail your pricing strategy and expected sales cycle.

3. Attach your financial Plan (20 points)

- Provide your cash flow projections and associated budget for the following periods of time:
 - Year 1, MONTHLY*
 - Year 2, QUARTERLY
 - Year 3, ANNUAL**Include BEST case and WORST case projections for Year 1*
- Include Budget vs. Actual from previous year(s) of operations, if available.
- Share the details of any other loans or amounts owed by your enterprise and a list of current assets.

SECTION 2: The Social Impact (10 points)

1. Over a two-year time period, how will you measure:

- Success of your business?
- Success of your social impact?

Please be specific. Below are examples and while these are one sentence, you are not limited in word length.

- *Example 1: At the end of Year 1 of the loan, we will know that we're successful if revenues have increased 200% and we have reduced carbon emissions by 20%.*
- *Example 2: In two years, our operating revenues will have tripled, we will have hired a full-time accounts manager and we will have created 35 jobs for persons with disabilities.*

SECTION 3: The Reason to Believe (20 points)

1. Provide one or all of the following about yourself:

- Resume /CV
- LinkedIn URL
- Bio

2. Provide the names, roles and short biographies of key partners, staff, Board members or volunteers involved with this project.

SECTION 4: Innovation (10 points)

1. What is new about your approach? What will change if you achieve your vision?