Welcome To Youthrive 2.0!

At Enactus Windsor, we are very glad to bring each one of you a one-of-a-kind opportunity to gain real-life business experience. We are dedicated to giving you the most educational and interactive business experience possible. With the help of our mentors you will get the chance to create, plan, and develop your own micro-business.

First, you will conduct a brainstorming session with your team in order to decide on a business idea. Next, you will apply for a loan from WFCU in order to help fund your business. After you receive the loan you will begin to order and sell your product or service.

Outside the classroom you will sell your product or service while inside the classroom you will be learning valuable business skills and creating a business plan in order to further develop your business. At the end of the program you will create and execute a final presentation that will highlight your business. The most successful businesses from each school will be chosen to attend Youthx at the University of Windsor.

Youthx is an event during which the most successful teams showcase their business to a panel of business professionals. The winning group will receive a grant from Enactus Windsor and will be titled Youthx champions!

Let's get started!

Simrath Singh

Youthrive 2.0 Project Manager

Acknowledgements

Thank you to all the teachers for choosing to have Youthrive 2.0 in their classroom and providing students with such a great opportunity.

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Thank you to our Enactus faculty advisor, president, executive team, and Youthrive 2.0 mentors.

A special thank you to our Media and Tech Team for their technical support.

Thank you all for continuing to make Youthrive 2.0 a success!

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**Program Timeline**

|  |  |  |  |
| --- | --- | --- | --- |
| Week | Day | Lesson / In Class Work | Homework |
| 1 | I | * Overview of Enactus Windsor * Introduction of Youthrive 2.0 * Introduction to business * Career options in business * Identifying a Problem and Solution | Complete Company History  - Identify the problem and solution |
|  | II | * Brainstorming session * Value Proposition | Fill out the market and target audience section with the information completed |
| 2 | I | * Value Proposition * Competitive Advantage * Market Research | Fill out Value Proposition and Competitive Advantage  - Include the business strategic positioning.  State the Market Research methods you will use for your business.  - Include the results of each medium.  - State your direct and direct competitors are and why they impose a threat to your business. |
|  | II | * Cost Structure * Revenue Stream * Introduce Loan Application | Fill out the Cost and Revenue Stream  - Include the results of each calculation and explain what they mean.  Fill out loan application |
| 3 | I | * Presentation Skills * Creating Business Pitch | Make a PowerPoint presentation |
|  | II | * Presenting Business Pitch | Continue PowerPoint presentation |
| 4 | I | * Sales Strategies * Marketing * Start To Place Orders | Fill out the Marketing section in the booklet.  - Include your sales strategy(ies) & why customers will respond to it. |
|  | II | * Sales Strategies * Marketing * Start To Place Orders |  |
| 5 | I | * Financial Planning and Tracking | Fill out your customer database according to your selling. |
|  | II | * Financial Planning and Tracking |  |
| 6 | I | * Instructional Open Time * Continue Selling | Sell product and keep track of the database |
|  | II | * Start Completion of Formal Business Plan | Take information from previous lessons and develop a professional business plan. |
| 7 | I | * Completion of formal Business Plan | Continue putting together the business plan. |
|  | II | * Create Final Presentation * Continue Selling | Create final presentation based off of new information gathered. |
| 8 | I | * Review Presentation Skills * Final Presentation Guidelines * Business Attire * Final Surveys | Review first PowerPoint and refer to presentation guideline for assistance. |
|  | II | * Final Presentation Continued * Update Financial Statements * Practice Final Presentation | Continue final presentation.  Wrap up selling product |
| 9 | I | * Create Final Changes to Presentation * Collect Loans and Taxes | Continue final presentation  Practice final presentation.  Loans have to be handed in next class |
|  | II | * **Final Presentation** * Program Wrap Up * Collect Loans and Taxes |  |

Business Plan Layout

**Section 1 - Business Description**

Company History

Human Resources and Roles

Mission Statement

Vision Statement

Slogan

**Section 2 - Market Analysis**

Industry

Target Audience

Value Proposition

Competitive Advantage

Strategic Positioning including differential advantage

**Section 3: Market Research**

Customers

- Demographic

- Psychographics

Market Research Results

**Section 4**: **Marketing** **Strategies and Competition**

Sales Strategies

Competitive Advantage

Competition

- Direct Competitors

- Indirect Competitors

**Section 5: Financial Information**

Financial Calculations

- Cost and Revenue Stream

- Break Even Analysis

- Income Statement

- Balance Sheet

Customer Database Management

**Section 4 - Conclusion**

Impact on Customers (testimonials, % of users of market, etc.)

Future Plans

Appendices

**Section 1**

Identifying A Problem and Solution: The Key To Starting Your Business

Before considering to start a business, you must think strategically. This means that the key to starting your business is to determine what problem your customers are facing in your community. Your business’ goal will be to solve this problem with your product or service. The majority of people do not fully realize that they have a problem because it is not clear to them or simply because it is not their main concern at the present moment. Your task is to identify this problem for your customers and its respective solution to convert your product from a **want** to a **need** at a given time.

Another way to think about your business idea is to recognize your talents within the group and how you can make a profit from it. For example, if someone is your group is an amazing artist, use that to your advantage to offer a product or service to your customers.

Later on, you will carefully choose your customers because the more specific your customers are, the more specific the problem that you will address will be. Eventually, this will also make your customers trust you because they will perceive you as the business that truly understands them.

The goal at the end of this section is for you to select the business you will create. In the following section, you will select a specific market and customer to conduct the proper market research.

**Exercise**:

1. Think of a new product that can make your life easier or more interesting. What are needs and wants in our society?

2. Write about your talents or hobbies as individuals and brainstorm how you can create a product or a service from them.

3. Generate ideas by going out into the community. Talk to potential customers to ask them what their needs and wants are and what they are interested in. Visit local businesses to see what kind of products have been successful.

Make use of the Internet in order to narrow down your ideas.

|  |
| --- |
| **Action Item**  Refer to the business plan and fill out the **Company History** section with a brief story of how you selected your business idea. This includes the problem and solution that you want to address through your business. |

Examples of GREEN businesses:

**Eco-Friendly school supplies**

* Selling environmentally friendly school supplies, such as pencils, erasers, binders, and pens.

**Green products**

* Selling a product that is eco-friendly in its production or use.

**Recycling furniture**

* Find new homes for pre-owned furniture, or produce new furniture from some of the pieces of used furniture

**Eco-Friendly services**

* Lawn mowing, cleaning, landscaping etc.

**How Can You Help?**

Your group will be competing with other groups in your school as well as groups from other local high schools to see who Youthx.

Think Green

**Section 2**

Choose Your Customers

The next step you must take is after you’ve chosen a market, is to choose a **market segment**. In simple terms, choose your **customers** or **target audience**. In this book, these terms will be used interchangeably. Target a narrower, more tightly group of people for whom you can be seen as their mentor, guide, or go-to business. Further along, this will make marketing easier since you will know exactly how and whom to cater your message.

Claim Your Market

Claiming your **market** means that you will select a specific section of the **industry**. This will allow your business to be known in this area. It is very important that you select a specific section such as shoes, clothes, sedan cars, fast food, and such. For instance, when someone asks you to think of telecommunications today, what comes to your mind? Samsung and Apple would be your first two answers. Why? Because these businesses selected a specific industry for which they wanted to be recognized for. They own a place in your brain as the ***experts*** of this particular area.

**Exercise**:

1. Write down what your industry will be. State a minimum of 5 specific descriptions of the market. *Note:* Avoid stating duplex markets such as coffee and donuts. Focus on coffee as your market and once the strategy for selling coffee is set add complements such as donuts, bagels and so on.

2. State your market segment (customers). Be as specific as possible when describing your customers.

|  |
| --- |
| **Key Terms**  **Market -** The area or arena where commercial dealings are conducted.  **Market segment/customer/target audience -** very specific group of people with similar characteristics that will buy your product or receive your service at given times.  **Industry -** a group of businesses that provide a particular product or service.  **Expert -** a person with the proper skillset and knowledge in particular area/subject. |

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| **Action Item**  Refer to the business plan and fill out the **Market and Target Audience** section with the information completed in this section. This includes the specific characteristics of your target audience and a sole market. |

Value Proposition and Competitive Advantage

**What is a Value Proposition?**

A **value proposition** is a short statement that clearly communicates the benefits that the customer gets from using your product or service. A value proposition focuses closely on the solution to the problem that your customer is facing or might face. If your customer understands this message, it will *value* your product as it is adding value to his or her life. This concept can also work if you are providing a product or service based on your talent.

**What is Competitive Advantage?**

An advantage that a company has over its competitors, allowing it to generate greater sales or attract more customers than the competition. A great portion of businesses aim to also define themselves according to **operational effectiveness** rather than **strategic positioning**. When a business engages in operational effectiveness, it will highly use a comparative advantage. However, when it employs strategic positioning, it will use a differential advantage.

**\*How to create a Value Proposition?**

Your customer asks, "Why should I buy this product/service?” Your value proposition must answer this, in a compelling way. There are 3 steps to follow:

1. Know Your Customer

* What problem are you solving for your customer? Indirectly or directly express this to the customer.
* What does your customer value?

2. Know Your Product/Service

* How does your product/service solve a problem or provide improvement?
* What value does it offer to the customer?

3. Know Your Competitors

* How does this product/service create more value than the competing ones?

An area where you can use your value proposition is on your business **slogan.** We have all noticed “I’m lovin’ it” from McDonald’s or “Always Fresh” from Tim Hortons. You may start thinking of different short phrases that can spark interest from your customers. In the Marketing section of this book, you will find a thorough definition.

**Exercise:**

1. Know Your Customer: state what problem you are solving for your customer? What does your customer value? Why should the customer use your product/service?

2. Know Your Competitors: State the competitive advantage(s) of your product. State how your product or service creates strategic positioning for your business.

3. State the business’ Value Proposition:

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| **Key Terms**  A **value proposition** is a short statement that clearly communicates the benefits that the customer gets from using your product or service.  **Comparative Advantage** - a company's ability to produce a product or service at a lower cost than the competitors, which means that the company can sell the product or service at a lower price.  **Differential Advantage** - when a company's product or service is seen as better quality than the competitors'.  **Strategic Positioning** - to perform different activities from those of rivals, or the same activities in a different way.  **Operational Effectiveness** - performing the same tasks better than rivals perform them. |

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| **Action Item**  Refer to the business plan layout and fill out the **Value Proposition and Competitive Advantage** of your businesswith the information completed in this section. Also, include the **business strategic positioning**. |

**Section 3**

Market Research

**Marketing Research:** The process of collecting and assessing specific information about potential customers. This allows the producer to determine the viability of their new product or service through techniques such as **surveys**, **product testing,** and **focus groups**. Market research allows a company to discover what the consumers think about a product or service before it becomes available to the public.

**Exercise:**

1. Conduct a market search (use a survey, online questionnaire, and/or interviews) and create graphs (pie graphs, line graphs) to consolidate all the information. This will help you determine if your target market will buy your product or service. If not, it can help you make changes accordingly.

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| **Key Terms**  **Product Testing:** It is a strategy used to increase the customer protection by checking sale strategies and marketing by distributing the service and not necessarily in the interest of the consumer.  **Focus Group:** A focus group is when a group of people are gathered and for a discussion  **Primary and Secondary Market Research**  **Primary Research:** New research that is carried out to answer specific questions for your potential business idea.  Ex: Surveys and observations conducted by your business members  **Secondary Research:** Research that makes use of information that is previously researched for other purposes that are publicly available.  Ex: Online research and articles  **Creative Market Research**   1. Getting students involved:  * Go to your local college/university and talk to different marketing professors. Explore your options on ways you can market your product without having to do much work  1. Get other businesses involved:  * If you are marketing a product related to the electronic industry, go to different electronic stores to see if they would feature your business.   **Post- Research:**  After you have the results of your research, and the product or service is shown in demand, then you are all set. Convert the information you received into **graphs** (pie graphs, line graphs) for a more professional look for future presentations.  If you realize the customers are not willing to purchase what you are selling, you are have options: 1. Change the product or service or 2. Change your target market. Discuss this with your mentors to reach a strategic decision. |

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| **Key Terms**  **Demographics:** Measurable statistics of a given population.  Commonly examined demographics include gender, age, ethnicity, mobility, and location.  **Psychographics:** The study of personality, values, opinions, attitudes, interests, and lifestyles.  **Direct Competition:** Two or more businesses offer the same type of product created using similar methods.  **Indirect Competition:** Competition among the suppliers of different types of products that satisfy the same needs. |

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| **Action Item**  Refer to the business plan layout and state the **Market Research** methods you will use for your business. Include the results of each medium along with the graphs. Add to this section the **demographics** and **psychographics** of your customers. Lastly, state your **direct** and **direct competitors** are and why they impose a threat to your business. |

**Section 4**

Financial Forecasting and Budgeting

This section is a quick overview of the **cost**, **revenue,** and **profit** your business will generate. Firstly, create a **cost structure** (the expenses that a company must take into account when creating a product or service). Because you have not encountered these costs, yet, you will be **forecasting**. The **revenue stream** will be the money coming into a company from a particular activity.

There are two types of Costs: **variable** and **fixed**. The total cost of running the business is the combination of these two types.

At this stage, you must perform a **break-even analysis** which tells a business what it needs to sell to cover its costs. It is used to calculate the most important point in your business - the **break-even point**.

**Exercises**

1. Calculate all of your costs, fixed and variable. What will be the *total* cost to start your business?

2. Calculate your projected revenue with a reasonable estimation. This is done by multiplying your expected units sold by the price which they are sold at.

Example: Selling 20 shirts for $10 each.

20 x 10 = $200 projected revenue

3. Calculate the **'Break-even Point'**.

This is calculated by: BEP = Fixed Costs/ (Selling Price - Variable Costs)

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| **Action Item**  Refer to the business plan layout and fill out the **Cost and Revenue Stream** section for your business. Include the results of each calculation and explain what they mean. Add to this section the **break-even point** under the **break-even analysis**. |

**Section 5**

Venture Pitch

**Time Limit:**

Pitch will be **4 minutes** in length with a brief follow-up period for Q&A.

**Component Requirements:**

1. Provide a general description of your business

a) **Grabber**- Quotes, question or video

b) Explain your business or product

c) State **Mission and Vision statement**

- **Mission**: What is the purpose of your company?

- **Vision**: Where do you see your purpose taking your business in the future?

Example: Walmart’s Vision: To become the worldwide leading retailer.

Walmart’s Mission: To help people save money and live better.

2. Identify the landscape.

a) Identify the target market (include survey results and interviews)

b) Value Proposition

c) Identify your competitors

d) Competitive Advantage

3. Financial Forecasting

a) Explain the cost structure and revenue streams

b) Provide projected finances

4. Conclusion

**Technical Requirements**

Students are required to prepare a slide show **(PowerPoint only)** with one slide for each subcomponent of the presentation. (ie. one slide for each a,b,c). Videos/interactive tools can be used.

**Dress Code:**

Students are required to dress in **business casual** attire for their presentation.

**Business Casual: What is it?**

Business casual is the most popular attire in the professional world. 43% of employed citizens sport business casual on a daily basis. It is the “in-between” of street wear (i.e. jeans) and formal wear.

**Women:**

* Bottom: Skirt, casual dress, or pants of non-jean material
* Top: A dress shirt, a polo, or cardigan (sweater set)

**Men:**

* Bottom: Pants of non-jean material generally consisting of beige khakis or dark pants (blue, black etc.) with a leather belt and shoes
* Top: Collared shirts (dress or polo shirts), nicely ironed, with an optional blazer

***Not* Business Casual:**

* Jeans, sweaters, or t-shirts
* Athletic shoes or flip flops
* Tops showing cleavage
* Tight or baggy clothes

**Tips:**

* Remember: business casual is classic and trendy, with the goal of looking put together. (You do not want to be flashy)
* Generally try to stick to solid colours or simple patterns. Avoid sparkly and bright clothing or anything with written slogans or large images.
* Quality over quantity! Business casual clothing is generally more expensive; so, choose to invest in a few good pieces vs. a whole new wardrobe.

**When to Wear it?**

* 1. Career or job fairs
  2. Employer information sessions
  3. The workplace
  4. Professional networking events
  5. Most occasions where you are dealing with other professionals



Presentation Do’s and Don’ts

Keep these things in mind when creating your presentation:

**Do:**

* Use hand gestures
* If you are not talking, look at the person who is talking to demonstrate that you are engaged in the presentation. (Do not expect your audience to be interested in your information, if you are not showing the same behaviour.)
* Be enthusiastic
* Project your voice
* Point to the slide if you want to emphasize a point
* Make and maintain eye contact with the audience

**Don't:**

* Lean against any wall or furniture close to you
* Become easily distracted
* Read off a paper/phone
* Read off the PowerPoint
* Pace, swing arms back and forth, or fidget
* Stare only at one person in the audience

**Section 6**

Marketing

**Marketing** is the action of promoting and selling products or services, such as market research or advertising.

The only way to attract **customers** or your **target audience** is by marketing to their needs. You will only create attraction when you know who you’re going after; in other words, you will use what you *know* attracts your audience not what you *think* will attract them. There is a very important difference between these two terms. Hence, the famous phrase “the customer knows best”.

Some methods of marketing include creating a **slogan** for which your customers will identify your product, a compelling **story** behind the business, and several others.

|  |
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| **Key Terms**  **Marketing -** the action of promoting and selling products or services, such as market research or advertising.  **Slogan -** a short, striking and memorable phrase used in advertising. |

The Sales Strategy

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| --- |
| **A sale strategy** allows a business to use different methods of selling to target different areas. To select which strategy to use, you **must** know your customer (Section 2).  Sales strategy includes **direct selling**, **hard selling**, **priced based selling**, **soft selling**, **solution selling** and **relationship selling.**  **Care for your customer. Do not be interested in just making a sale or a deal.** As a business, you are responsible for caring for your customers and watching out for their well-being, not solely for their money or other resources. |

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| **Key Terms: Methods of Selling**  **Direct Selling:** This involves picking your target customer and bringing your product directly to them  **Hard Selling:** This is your typical aggressive, obvious and high-pressure promotion or marketing. (eg. putting up giant posters on every single person's locker)  **Price Based Selling:** This is the process of continuously reducing prices in order to get a sale (eg. Wal-Mart is known for this)  **Soft Selling:** This consists of subtle or friendly advertisements that draw people into your products. (eg. giving out free samples; creating a website that gives helpful tips on your product.)  **Relationship Selling:** This involves creating sustainable relationships with each one of your customers.  **Solution Selling:** Rather than just selling the product, the salesperson focuses on the main point they are trying to solve by giving you this product. The best salespeople can convince you that the product will add more value to your life. |

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| **Action Item**  Refer to the business plan layout and fill out the **Marketing** section for your business. Explain the **sale strategy (ies)** that your business will use and why your customers will respond to it.  Add your business **slogan** to your product. |

Making an Effective Campaign

Key Information:

***Make sure any marketing material answers the 5W’s:***

* **What** problem is your product or service solving for the customer? **What** expertise do you bring to your customers for them to choose you over your competitors?
* **When** are you selling or providing the service? When are you open? When do you start?
* **Where** are you selling? Where can your possible customers find you? Or where will you find them?
* **Why** are you selling this item? Reflect back to your value proposition. Why should customers buy your product or why do they need your service?
* **What** is the price of product or service you are offering?

Attraction:

* Add key buzz words to attract attention to your advertisement. (eg. New, Improved, Special, and the favourite “FREE”). ONLY use the appropriate words that **you know your customers will respond to.** *Refer back to your market research for this point.*
* Make sure it is organized by adding unique pictures, designs, eye grabbing colours, QR codes, borders, logos etc.

**AVOID:**

* For hard copies, the non-legible neon colours (eg. bright yellow, highlighter green etc.)
* Small writing and/or too much writing. **People should know what you are selling within five seconds of seeing the item.**

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| **Action Item**  Refer to the business plan layout and fill out the **Marketing** section for your business. Explain the **methods of campaigning** that your business will use and why your customers will respond to it. Provide examples of these items, if applicable. |

**Section 7**

Financial Statements

In order to construct financial statements, you must first understand what each section means. In this section, you are required to create a **Balance sheet** and an **Income statement.**

Key Terms

**Balance Sheet** - a financial statement that summarizes a company's assets, liabilities and shareholders' equity at a specific point in time. This gives investors an idea as to what the company owns and owes.

The balance sheet must follow the following formula:  
  
 Assets = Liabilities + Shareholders' Equity

**Asset** - anything that a business owns or uses to produce value

**Liability** - anything that a business owes or must pay from a previous transaction or event

**Shareholders' Equity** - Comes from two places. The first is the money that was originally invested in the company. The second comes from retained earnings which the company is able to accumulate over time through its operations.

**Liquidity** - how fast an asset can be converted into cash

**Income Statement** - A financial statement that measures a company's financial performance over a specific period of time. Financial performance is assessed by giving a summary of how the business incurs its revenues and expenses. It also shows the net profit or loss incurred over a specific period of time.

**Revenue** - The amount of money that a company actually receives during a specific period. It is the figure from which costs are subtracted to determine net income.

**Expenses** - The costs that a business obtains through its operations to earn revenue

**Gross Profit** - A company's revenue minus its cost of goods sold

**Net Income** - A company's total profit. It is calculated by taking revenues and subtracting the costs of doing business.

|  |  |  |
| --- | --- | --- |
| Example Company | | |
| Balance Sheet | | |
| As at October 31, 2013 | | |
|  |  |  |
| **Assets** |  |  |
| Cash | 400 |  |
| Accounts Receivable | 300 |  |
| Inventory | 200 |  |
| Total Assets |  | 900 |
|  |  |  |
| **Liabilities** |  |  |
| Loan | 500 |  |
| Accounts Payable | 200 |  |
| Total Liabilities |  | 700 |
|  |  |  |
| **Shareholders' Equity** |  | 200 |
|  |  |  |
| Total Liabilities and Equity |  | 900 |

|  |  |  |
| --- | --- | --- |
| Example Company | | |
| Income Statement | | |
| For the period Ending October 31, 2013 | | |
|  |  |  |
| **Revenue** |  |  |
| Sales | 1000 |  |
| Cost of Goods Sold | 400 |  |
| Total Revenue |  | 600 |
|  |  |  |
|  |  |  |
| **Expenses** |  |  |
| Advertising Expense | 100 |  |
| Delivery Expense | 50 |  |
| Total Expenses |  | 150 |
|  |  |  |
| Income Before Tax |  | 450 |
| Income Tax |  | 58.50 |
| Net Income |  | 391.50 |

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| **Action Item**  Refer to the business plan layout and fill out the **Finance** section for your business. Create a **balance sheet** and an **income statement** and add a paragraph explaining what each statement means. |

Taxation Information

**What are taxes?**

* Taxes are fees charged by a government to the business, which are usually charged as a certain percentage of the income that the business generates in a year.
* The purpose of taxation is to finance government spending.
* One of the most important uses of taxes is to finance public goods and services such as free health care service in Canada, building roads, and other public services.

**How often does a business pay tax?**

* A business usually pays taxes once every year.
* If a business fails to pay its taxes on time, additional interest would be charged on them.
* Legally a business is liable to pay taxes and there are serious consequences if the taxes are not completed on time, or completed unethically.

**Importance of Keeping All Business Record**

* By law every business is required to keep all of their receipts. Based on these receipts businesses fill their yearly income and pay taxes. Every year Revenue Canada randomly selects a number of businesses and asks them to show all of their receipts. Failure to submit all necessary receipts can result in fines and additional charges.

**Youthrive Tax**

- Each individual company is liable to pay a required 13% tax on all profits.

- If your company is green or eco-friendly, a tax cut of 7% will be issued, meaning you will only pay 6% in taxes.

- An example of an eco-friendly business is one that uses recycled materials

- You will also be required to keep a record of all your transactions.

Customer Database

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Customer Name | Price | Quantity | $ Collected | $ Owed | Date Ordered |
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| Total |  |  |  |  |  |

* And keep a record of all the money coming in and going out of your company

Example:

|  |
| --- |
| Bought product components for $100 in cash |
| Sold product for $20 on credit |

**Small Business Loan Application Form**

AVAILABLE AMOUNT PER GROUP: $100 Min. $200 Max.

Each group regardless of whether or not they are using the loan must fill out one of these applications. The purpose is not only to make you aware of our procedure, but also to demonstrate to you a fraction of what happens in a real-world situation. If you have no fixed cost, please make sure to specify your sale projections and the strategies you have in place to cover your variable costs in the long run on your business plan.

If you need a higher amount than $200, make sure you do all you can to reduce your costs to this amount. **DO NOT start ordering until you receive this Loan Application back. You must wait until the return of this application to ask for any loans from external sources.** This application will be returned to you as soon as possible.

If approved, the loan will be given to you in cash or cheque. Should you need a credit card, you will be responsible for obtaining it. Youthrive mentors will not provide you with their own credit card.

Make sure you understand that you have agreed to repay the loan *in full* by the end of the program.

**Small Business Loan Application Form**

Business Name:

Applicants' full names:

Break Even Point: $

Sales Projections: $

Amount of Loan Requested: $

**For Office Use Only:**

|  |
| --- |
| Loan: Granted / Denied |
| Grantor's Signature: |

This business loan has been granted for the period ending December 4, 2015. The following recipients of this loan agree to pay back the loan in full by the expiration of this loan agreement.

Recipients Signatures:

1. 2.

3. 4.  *\_*