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Confidential Application for Assistance Website & E-commerce Development Program Participant Profile

Disclaimer: Filling out this application does not guarantee that you will receive funding from Cape Breton Centre for Craft & Design. If your application is successful, we cannot guarantee your project will meet a specific timeline (Ex: "I need a website for next month"). If applicable, you are required to participate in a mentorship or training activity before receiving your funding. Participation in these programs is limited.

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| Section 1: Applicant Information |
| A. Applicant Name |
| First Name: |
| Last Name: |
| Title/Position: |
| Are you currently a juried member of Cape Breton Centre for Craft & Design? <input type="checkbox"/> Yes <input type="checkbox"/> No |
| B. Business Information |
| Business Name: |
| Current web address: |
| How long has your business been operating in Unama'ki/Cape Breton? |
| Are you currently a member of any other craft organizations? <input type="checkbox"/> Craft Alliance <input type="checkbox"/> Craft Nova Scotia <input type="checkbox"/> Inverness County Centre for the Arts <input type="checkbox"/> Other (specify): |
| Have you received grant funding for business development from Cape Breton Centre for Craft & Design within the last three years? <input type="checkbox"/> Y <input type="checkbox"/> N |
| If yes, for which activity? <input type="checkbox"/> Web development/e-commerce <input type="checkbox"/> Branding and Storytelling <input type="checkbox"/> Craft Business Consultancy Other: |
| If yes, in which year(s)? |

| C. Contact Information |
|--|
| Street Address: |
| P.O. Box: |
| City/town/community: |
| Province: |
| Postal Code: |
| Telephone: |
| E-Mail: |
| I am interested in receiving information about Cape Breton Centre for Craft & Design and would like to learn more about their programs and services: |
| <input type="checkbox"/> Yes <input type="checkbox"/> No |

| Section 2: Application Details |
|--|
| Are you applying for: <input type="checkbox"/> Website development (new website) <input type="checkbox"/> Website upgrade (changes to existing website) |
| Do you currently use social media to promote your business? <input type="checkbox"/> Yes <input type="checkbox"/> No If yes, provide links to each profile: |
| Please describe how this project will allow you to grow your craft business and improve your online sales and e-commerce capabilities: |

| Section 3: Business Profile | |
|--|-------------|
| A. Business Information | |
| Craft Business Type (Please check all that apply) | |
| Basketry | Clay |
| Glass | Jewellery |
| Metal | Mixed media |
| Paper | Textile |

| | |
|--|-------------------------------|
| Specialty foods | Beauty/natural skin care |
| Stone | Other (specify) |
| Which would best describe your business? <input type="checkbox"/> part-time business <input type="checkbox"/> full-time business | |
| Is your business registered with the Nova Scotia Registry of Joint Stock Companies? <input type="checkbox"/> Y <input type="checkbox"/> N NS Joint Stocks Registration Number: (Please provide a copy of your business registration) Is your business GST /HST Registered? <input type="checkbox"/> Y <input type="checkbox"/> N GST/HST Registration number: Business Type: Signing Officer(s), if a corporation: Number of Employees (other than yourself): | |
| B. Demographics: Business ownership (50% +) This information about business ownership is <u>voluntary</u> and is being collected to help the Centre understand who is accessing our programming. Please check as many boxes as needed. | |
| Indigenous | Youth (Under 30 years of age) |
| Woman | Francophone |
| Black/African Nova Scotian | Person of Colour |
| 2SLGBTQIA | I have a disability |
| I prefer not to answer | Immigrant |
| None of those feel right or I want to expand (specify): | |

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| Section 4: Market readiness |
| A. Business Plan |
| Do you have a current business plan? <input type="checkbox"/> Y <input type="checkbox"/> N What role do online sales and e-commerce play in your business plan? |

B. Marketing Plan

Do you have a current marketing plan?
 Y N

What role do online sales and e-commerce play in your marketing plan?

C. Sales Information

How do you currently sell your products? (Please check all that apply and indicate the percentage of sales from each method)

| | | | |
|-----------------------------|---|----------------|---|
| Own Studio/Workshop | % | Consignment | % |
| Craft Shows | % | Custom Order | % |
| Gallery | % | Wholesale/bulk | % |
| Website | % | Social Media | % |
| Other (Please specify) % | | | |

D. Sales Profile - Canada

This section is for sales revenue generated from within Canada. Revenue from sales outside of Canada can be reported in the next section.

i. Total sales revenues generated within Canada (most recent fiscal year) were:

| | |
|--|--|
| <input type="checkbox"/> Under \$10,000 | <input type="checkbox"/> \$10,000-\$49,999 |
| <input type="checkbox"/> \$50,000-\$99,999 | <input type="checkbox"/> \$100,000-\$199,999 |
| <input type="checkbox"/> \$200,000-\$499,999 | <input type="checkbox"/> \$500,000-\$999,999 |
| <input type="checkbox"/> \$1M or more | |

What percentage of your total revenue from sales within Canada (all provinces) was generated through online sales/e-commerce? %

What percentage of your total revenue from sales within Canada are in Nova Scotia? %

What percentage of your total revenue from sales within Canada are within the rest of Atlantic Canada (NB, PEI, NB)? %

ii. Please identify your top three provincial or territorial markets within Canada, in terms of revenue generated:

| | | |
|--------------------------|--------------------------|--------------------------|
| 1st | 2nd | 3rd |
| <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

| E. Sales Profile – International/Export | | |
|--|--|-----------------------|
| In the most recent fiscal year, did you export any goods or sell your items to markets outside of Canada? This includes one-to-one business to consumer sales (e.g. online) <input type="checkbox"/> Y <input type="checkbox"/> N | | |
| Do you plan to participate in any export activities within the next year? <input type="checkbox"/> Y <input type="checkbox"/> N <input type="checkbox"/> Maybe the occasional business to consumer (B2C) sale (e.g. direct sale, Etsy, etc) | | |
| Is your company export market ready? <input type="checkbox"/> Y <input type="checkbox"/> N <input type="checkbox"/> I'm not sure | | |
| i. Total sales revenues generated <u>outside of Canada</u> in your most recent fiscal year were: | | |
| <input type="checkbox"/> \$0 | <input type="checkbox"/> Under \$10,000 | |
| <input type="checkbox"/> \$10,000-\$49,999 | <input type="checkbox"/> \$50,000-\$99,999 | |
| <input type="checkbox"/> \$100,000-\$199,999 | <input type="checkbox"/> \$200,000-\$499,999 | |
| <input type="checkbox"/> \$500,000-\$999,999 | <input type="checkbox"/> \$1M or more | |
| What percentage of total revenue from sales <u>outside Canada</u> was generated through online sales/e-commerce? | | |
| ii. Top three export markets (if applicable) are: | | |
| 1st | 2nd | 3rd |
| | | |
| Is your company currently registered with the federal government's Virtual Trade Commissioner <input type="checkbox"/> Yes <input type="checkbox"/> No | | |
| Note: If you are not registered with the Virtual Trade Commissioner service, you may register for a free membership. | | |

| | |
|--|--|
| Are you expecting to receive funding from any other sources to complete this project? | <input type="checkbox"/> Yes – Please specify from where: <hr/> <input type="checkbox"/> No |
| Please feel free to provide any additional information that we could use to evaluate the benefits of this project to your business. | |

Section 5: Applicant Checklist

The following supporting documents must be included with your application. Please confirm you have provided:

Proof of current Nova Scotia Joint Stocks Registration

Section 6: Applicant Acknowledgement

I acknowledge that:

The maximum funding (75% of project costs to a maximum of \$5000 for a new website and \$2000 for upgrades to an existing website) is not guaranteed.

I have read the accompanying guidelines and am aware of what my financial and reporting obligations will be, if my application is approved.

Cape Breton Centre for Craft & Design is offering this program with the financial support of the Government of Canada and as such, representatives of the Atlantic Canada Opportunities Agency (ACOA) are permitted access to the files developed under this program for monitoring and evaluation purposes. I understand that individuals applying for and receiving funding under this program may be contacted from time to time by representatives of ACOA as part of the monitoring and evaluation of this program.

Applicant Name:

Date:

Signature:

Submit To:

Regan Melanson, Business Development Coordinator
Cape Breton Centre for Craft & Design
(902) 574-8636

Email: regan@capebretoncraft.com

Drop Off: 322 Charlotte Street, Sydney, Nova Scotia
or

Mail To: PO Box 1686, Sydney, Nova Scotia, B1P 6T7