

Growth Accelerator 2021 Application Form



This PDF document is for reference only. Please complete the full application form online [here](#). Only applications submitted through the online portal will be accepted (in addition to the video that is emailed directly to programs@futurpreneur.ca).

*Required field

First name*:

Last name*:

Job title*:

Company*:

City*:

Province*:

Email*:

Phone number*:

Website:

Instagram handle:

Facebook page:

Twitter handle:

Other social media accounts:

Business Overview

1. In a minimum of 200 words, describe your business and the main product(s). Some questions that might guide your description include: How does it work? What does it do? What benefit is it for the customer? What is it made of? What problem does it solve? Where possible, provide links to images of the product(s). (200 – 500 words)*

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2. Please outline what topics from the program will help you and your business, specifically noting how (see the program topic list [here](#)). What do you hope will be your main learning or takeaway from the program? How will these learnings support you in overcoming current challenges in your business? Make sure to review the program structure to determine how the program will benefit you. (200 – 500 words)*

3. In a minimum of 200 words, demonstrate your level of commitment to growing your business in the next two years. Provide specific examples of actions or steps you have taken to grow your business to date. You may elaborate through different areas of your business (ex.: revenue growth, operations expansion, initiatives put in place for environmental or social impact, etc.). (200 – 500 words)*

Video

Please submit a video of up to 2 minutes (videos over 2 minutes will be disqualified), introducing yourself and responding to one of the two options below:

1. Describe a time in your business venture where you've grown personally through a challenge or a big success.
2. Describe a business growth action that you've taken during a challenging moment of your venture and what was the outcome.

Video should be formatted in vertical orientation, shot on mobile device, in good lighting without text layovers or edits. We are looking for authenticity, not professionalism.

Video should be emailed as an attachment or as a Youtube link directly to programs@futurpreneur.ca. Please note that your videos are strictly confidential and will not be shared or published.

Financials & Operations

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To help us assess the current state of your business and your business needs moving forward, please provide information about your company's financial performance. Please note that the numbers can be approximate figures and will be held in confidence. We understand that this has been a difficult year for small businesses due to COVID-19 and we will take this into account in the selection of candidates.

1. What was your revenue for 2020?*
2. What were your expenses for 2020?*
3. If you wish to provide more information, you may provide context around your revenue and expense numbers (ex.: if your revenue was low and your expenses were very high).

4. What was your revenue from January 1, 2021 to June 30, 2021?*
5. What were your expenses from January 1, 2021 to June 30, 2021?*
6. Currently, what are your main distribution channels?*

7. Do you have any employees, and if so how many? Describe their role(s) and responsibilities, and list monthly wage or annual salary for each.*: