

# Meaford Dragons 2023 Slayer Application



Name of Applicant(s) \_\_\_\_\_

Phone number \_\_\_\_\_

Home Address (including postal code) \_\_\_\_\_

Business Address (if different from above) \_\_\_\_\_

Email \_\_\_\_\_ Website \_\_\_\_\_

(Proposed) Name of Business \_\_\_\_\_

Applications must include a brief 2-3 page Proposal describing their new or expanding business. **Applications must be received no later than Thursday October 5, 2023.**

Details on what to include are listed on the following page.

**A detailed Business plan will be required by Tuesday October 10, 2023. We can help!**

A Business Plan Workshop will be presented at the Chamber of Commerce office at 7:00 PM on Tuesday October 3, 2023 to assist you. The Business Plan will be the most important document that the selection committee considers when selecting contestants (aka Slayers) for the event. It will also be used by the Dragons to decide where to award the prize money. Although not necessary, additional supporting documentation is encouraged, to provide the selection committee and Dragons with a more fulsome understanding of your proposal (i.e. manufactured samples, audio/visual materials, etc).

Please sign and date below to confirm that you have read, understand, and accept the terms and conditions outlined in the Criteria for Applicants. A signature is mandatory to be eligible and again, **this form must be received by the Meaford Chamber of Commerce no later than Thursday October 5, 2023 at 12:00PM.**

**Dragons will be held the evening of Thursday 9 November, 2023** on stage at Meaford Hall in accordance with all relevant health regulations.

Name (s) \_\_\_\_\_

Signature \_\_\_\_\_ Date \_\_\_\_\_ 2023



# Meaford Dragons 2023 Slayer Application Format

The following is the format to be followed for the 2 to 3 page Proposal. It is to be submitted with your Application Form, due October 5, 2023.

A detailed Business plan is due on October 10, 2023 (we can help!)

## Cover Page

Include your name, address, phone number, date, proposed business idea, and its location.

## Your Concept and You

In 2- 3 paragraphs outline your business idea, why and how there is room in the market place and why you feel you will be successful. Describe your background, skills, and experience and why you are the person to be successful at this business at this time. Why here, why now, why you?

## Samples, Graphics, & Marketing Literature

You are welcome to include items with your application to describe your products & services.

## The Market and Marketing

Describe how you have determined the competition and describe the niche you will fill in the marketplace. How do you plan to launch your new venture and promote to your potential customers? Note your product/service and pricing for your service or product. What is your target demographic? Why and how will you find enough customers to make an income?

## Operations

Describe the business "processes" which include laws and government regulations, suggested suppliers, any staffing, hours of operation and other day to day functions that you believe you will put in place.

## Financial Picture

Include a plan overview for your new or expanding venture. If this is an expansion provide some historical financial data on your current operations. Community Futures South Georgian Bay <https://cfsouthgeorgianbay.ca/> is an excellent resource for planning and operating your small business.

## Summary

Close by saying why you are interested:

- in planning and running your own business or improving/expanding your existing business.
- in choosing self-employment as a career option
- How participating in Dragons and receiving mentoring will allow you to "live your dream."

