

These questions are for your application preparation only. All applications must be submitted using the JotForm link

Before applying, please read the [Eligibility and Commitment](#) information and attend an [information session](#).

Acceptance into the program is determined by a Selection Committee. This committee will rely on your application and supporting materials to determine suitability and readiness for the program. **We recommend you put a high degree of effort into completing the application and providing supporting materials.** Applicants will also be invited to an interview.

Questions? Contact info@airdriecommon.ca.

Section 1: Applicant Information

*Name (First name, Last name)

Date of birth

*Email address

*Phone

*Your business name

*Business address

*Where do you currently operate your business? (Home-based, Commercial/retail location in Airdrie, Industrial location in Airdrie, Other)

Business website

*Industry

*Your title/role (Founder/Owner, Company Executive/Officer, Partner, Other)

*Is your business a franchise or part of a chain?

*Is at least one co-founder working on this business full-time?

*Does your business hold an active City of Airdrie business license?

*Have you attended an AdvanceSMART information session? It is strongly recommended you attend an information session before applying.

Section 2: Partnership Information

*Do you have a business partner(s)?

*Please list the partner(s) that make up ownership of your business, and indicate percentage ownership.

*Do you have a formal partnership agreement?

AdvanceSMART Participation

You may register up to 1 additional team member to participate in the program, such as a Partner or Co-Founder. Only ONE application form needs to be completed per business. We encourage you to complete the application together. Only one participant commitment fee will be collected.

Additional team member name (First name, Last name)

Additional team member email address

Additional team member phone

Additional team member Date of Birth

Section 3: About You and Your Business

*We want to know more about you. Tell us a little about yourself (and your additional team member, if applicable) with a short bio.

*Is this your (or your additional team member's) first time as an entrepreneur?

If no: Please provide a brief description of your previous business(es) including how long you were in business.

*What year did you open your current business?

*What is your elevator pitch (brief company description)?

*What is the customer problem your company or product solves?

*How is your solution different from competitors'?

*What is your go-to-market strategy (who is your current target market, and who will you target next)?
What research have you conducted to inform this strategy?

Section 4: Business Growth Plan

AdvanceSMART is for companies that are in a high growth phase of their business. In this section you'll tell us a little more about your business plans/growth goals.

At the end of the application in the supporting materials section, please attach a copy of your audited, accountant-reviewed or compilation engagement statements/notice to reader financial statements (balance sheet and income statement) for the previous three years. If you want to discuss availability of these documents or have questions, contact us at info@airdriecommon.ca

- *For the next year:

Major milestones

Customers/product

Operations

Physical space

Marketing plan

Staffing plan, including your management group

Financial plan to determine what capital you have raised/need to raise

- *For the next three years:

Major milestones

Customers/product

Operations

Physical space

Marketing plan

Staffing plan, including your management group

Financial plan to determine what capital you have raised/need to raise

*What is your actual or projected revenue, expenses and net income for each year indicated below?

Note: Net income is before owner salary. All fields must have a value. Please put a zero if it does not apply. Percent growth is auto calculated using the revenue value.

	2024 Projected	2023 Projected	2022 YTD	2021	2020	2019
Revenue						
Expenses						
Net Income						

*What is your actual or projected employees for each year indicated below? Note: All fields must have a value. Please put a zero if it does not apply. Total and percent growth is auto calculated.

	2024 Projected	2023 Projected	2022 YTD	2021	2020	2019
Partner(s)						
Full-time						
Part-time						
Contractor(s)						

*Do you have a strategic plan or business plan? If yes, please attach a copy of it in the supporting materials section. Draft documents are welcome.

*Please outline how your growth goals will contribute to Airdrie (including employee growth, growth in your physical footprint, increased revenue or economic activity).

Section 5: Strengths & Learning Goals

*What are the top three challenges you are currently facing with your business?

*What are your strengths in operating a business (check all that apply)

*What assistance have you already sought out to help you reach your business goals (advisor, coach, mentor, training program, other)? Please share a concrete example detailing how you sought out the help, what problem you tackled, and the results.

*What role might your mentor team play in helping you reach your goals/tackling challenges?

*If you could build your own mentor team with expertise in 3-4 different areas, what skillsets would you ideally like to have on your team? (check up to 4)

*What would “completing” AdvanceSMART look like to you?

*How do we know you are committed to learning, making progress and building a business?

*In 100 words tell us why we should select you for the AdvanceSMART program.

*How did you hear about AdvanceSMART?

Section 6: Supporting Materials

A number of supporting materials are required to assist the Selection Committee in understanding you and your business.

Supporting materials MUST include:

- A copy of your [audited, accountant-reviewed or compilation engagement statements/notice to reader financial statements](#) (balance sheet and income statement) for the previous three years

Supporting materials MAY include:

- Strategic or business plan (draft plans are welcome)
- Resume or CV
- Marketing materials