

Welcome to the First Product for New Business Pilot Project!

Have you ever wondered what it would take to create your own employment? Are you creative and love to make your own stuff? Do you encounter barriers to (self-) employment that might make starting a small business or getting a job difficult?

Local Investment Towards Employment, also known as LITE, is a registered charity that aims to reduce poverty by supporting employment. We have an online store (check us out at shop.lite.mb.ca) that currently sells products made by social enterprises- businesses that hire people with barriers to employment. In this pilot project, we encourage youth to design, cost and sell their very first product. Our goal is for you to EARN some money, LEARN how to cost your products, and start to manage your production/delivery. LITE will take care of marketing (although YOU can boost this through your own social media use) and the shipping. If your product is selected, we will work with you to promote it and make sure you can deliver products in time.

To make sure this product is right for you, we've developed an application process:

1. See if you qualify based on your demographics
2. Develop a product
3. Cost out the product (see cost calculator)
4. Photograph and submit an application

To help with the financial details of creating and selling your product, we have developed a Product Cost Calculator. This calculator will determine how much you will need for start-up costs, and how to price your products to generate a profit. You may have to test your proposed product a few times to find the right price. Then you need to ask, "What would I be willing to pay for this product?" Please complete this document and attach it to your application. Payouts happen once per month, usually 5-10 business days after the end of the month. LITE will photograph and draft a description of the product for the vendor, and promote the product on our social media, and process all orders (shipping).

We hear from a lot of people and organizations that they dream of starting an online store. Great! But many don't realize the cost of doing so – monthly fees plus costs per products sold. Our online platform charges an average of 3.65% on every item sold (not including the monthly fee). You need to build in these costs from the get go. To sell on our online store, we will need to charge a flat fee of 10% (3.65% goes to the platform, and the remaining 6.35% will help cover some of our costs for operating the store and handling the products). This is built into the calculator.

All applications will be reviewed for their marketability and online spots will be rewarded to qualifying entrepreneurs with a product we think will sell reasonably well. If your product is not selected, don't be discouraged! We will connect with you to offer suggestions and advice for how to improve your application or product. Even if your product isn't selected to sell on our

store, let us know if you'd like to participate in seller markets that we hold throughout the year and during November/December.

Good Luck!

APPLICATION

CONTACT INFORMATION

First Name:

Last Name:

Address:

Age:

Pronouns: He/ She/ They

Email:

Phone Number:

School:

Last Grade Attended:

QUALIFYING FOR PROGRAM

To qualify, individuals must have at least 3 demographic markers of barriers to employment/self-employment.

(Note: This information shared here will not be disclosed but will be used to report back to funders and help us understand who is looking for our support.)

Please select all that apply to you:

Employed full-time, minimum wage

Employed part-time

Underemployed

Not employed

Indigenous/Metis/Inuit

Visible Minority

Newcomer or Immigrant in past 5 years

Person with a Disability

Mental Health issue

Chronic Illness

Current/Former Youth in Care

Family lives on low Income

Domestic Violence Survivor

Previous Involvement with the Justice System

History of Substance Abuse

Single/Young Parent

Housing Issues/Homelessness

Limited Access to Transportation

None

Other (please specify):

ABOUT YOU AND YOUR PRODUCT

1. Tell us a little bit about yourself. Who are you? What is your goal in the next year (or five years...or

longer!)?

2. Tell us about your product idea. What makes it special?

3. If successful, what do you hope to do with the money you earn?

Send your completed application to:

Email: info@lite.mb.ca

Or drop off in person at 2nd floor, 765 Main Street (The Social Enterprise Centre). Hours, Monday to

Friday, 9:30 AM to 3:30 PM. Please call ahead so we can ensure someone is in the office to meet you.

Ph. 204-942-8578