

Let Us Introduce you to

Community
Futures 
Lloydminster and Region

Lloydminsterandregion.albertacf.com



ABOUT US

Starting or expanding a successful small business takes careful research and planning, and access to the right kinds of business coaching/training and business programs – at the right time. Community Futures staff are experts in small business development, and have a wealth of services to offer you, regardless of the stage you are at with your business idea. We take the time to really understand your business dreams and goals, and then help you work out a plan to turn them into reality.

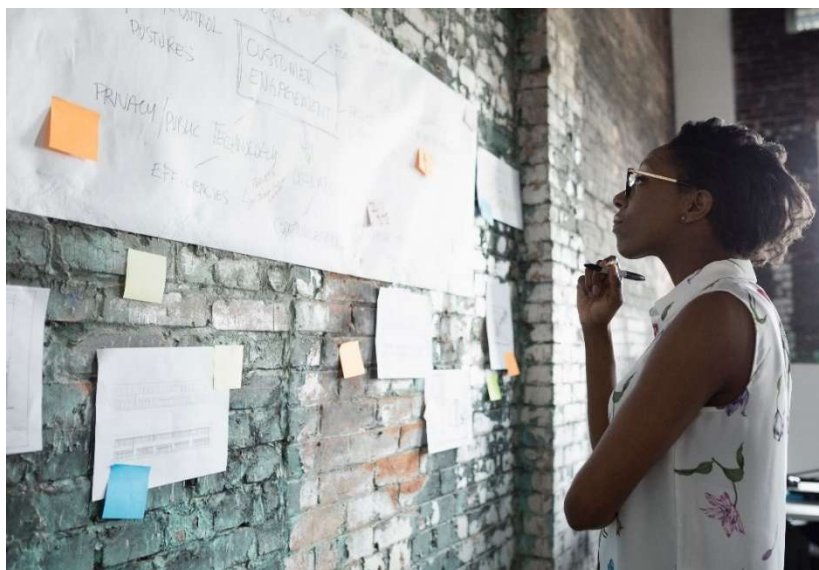
INTRODUCTION

BUSINESS LOANS

Community Futures Lloydminster & Region provides a variety of customized, affordable loan options for small business owners and entrepreneurs in rural Alberta, up to \$150,000. We are known for saying “yes” when other lenders say “no”, and for having flexible qualification criteria. Our goal is to help you succeed so that our community becomes a better place to live and work. Our loans are often used for start-ups, expansion plans, relocations, buying a business, acquiring a franchise and purchasing/upgrading equipment. We do not lend for real estate purchases or to re-finance existing debt.

BUSINESS SERVICES & TRAINING

Each Community Futures office offers a range of services to entrepreneurs, businesses and communities. The aim is to create diverse sustainable rural communities. We offer business financing, advice, resources, coaching services, workshops & training, business plan assistance, as well as on-going mentoring. We also have a number of business development programs including supports for Youth Entrepreneurs and Entrepreneurs with Disabilities.





BUSINESS TRAINING

- Online Videos
- Resources
- FREE & paid options



Smarter
Small Business

MARKETING TRAINING + LOAN

- Take Training
- Develop a Marketing Plan
- Get a loan to implement that plan!



SUPPORT & CONNECTIONS

- Bring businesses together
- You are not alone!

INITIATIVES

DIGIFUTURES.CA

Digifutures is our online learning portal, where you can get the knowledge you need for a stronger business. We hope that this online learning portal offers your business accessible resources and simple training opportunities that will positively impact your business success. Unlike other business resources online, we are right here in your community and are committed to providing ongoing support and contact beyond these courses. So, if you need to follow-up on one of the sessions or need clarifications, please reach out and connect with us in person.

SMARTER SMALL BUSINESS

This program is a combination of group and one-on-one marketing training paired with a loan aimed to help you successfully market your business! Marketing Training + Loan = SMARTER Small Business

SOCIAL MEDIA FEATURES

We love to connect with small businesses and feature them on our socials. We provide these posts at no cost to the business and they are available to both clients and non-clients of our organization. If you are interested, please forward your business contact information, logo and 3-4 pictures to projects@lloyd@albertacf.com. We will send proofs once the posts are made for you to approve before we run them on our sites.

EXPERT ON DEMAND

Solutions customized for YOUR business delivered by your local entrepreneur support team. Our experts will work with you on identifying YOUR shortcomings, providing resources and tools, and helping you to gain skills and get better at running more areas of your business. Think of this as a bit of technical advice, mentorship and coaching all in one package. Pick your Price, Pick your Solutions!



Get the knowledge you need for a
STRONGER BUSINESS



digifutures
online learning portal

LEARN ONLINE AND AT YOUR OWN PACE, FULLY SUPPORTED.
www.digifutures.ca



Smarter
Small Business

Marketing Training + Loan = SMARTER Small Business

We understand that new and existing businesses struggle with advertising, promotions, social media and marketing in general because of its complexity and challenges measuring the benefits. It's often the budget line that gets cut first - ultimately harming the business. So we've created a program that is a combination of group and one-on-one training coupled with a loan aimed to help you successfully market your business!

THE TRAINING

Four x 2 hour workshops in a group setting to learn proven strategies and concepts to reach customers, increase sales, and create business awareness

- ✓ **The 4 P's of Marketing** – back to the basics of Product, Price, Place, and Promotion so you can see how important marketing is and how it impacts so many different areas of decision making
- ✓ **Customer Avatar Creation** – who is your ideal customer? No, it is NOT EVERYONE!
- ✓ **Live By Your Brand** – determine your vision, incorporate your value proposition, and then get creative!
- ✓ **Social Media Overview and developing a Marketing Plan**

Two x 1 hour individual sessions to develop a marketing plan unique to your business

THE LOAN

- ✓ Up to \$5,000 loan funded on successful completion of the Training portion
- ✓ 6 months interest only payments to allow you to put your marketing plan into action
- ✓ Term loan 36 months at 8%

Qualifications and Details

Program Details

- ✓ Program is only open to 10 clients each year
- ✓ Cost is \$500 (\$100 up front and the rest will be added into the loan upon completion of the program)
- ✓ Contact us for the next intake schedule

Qualifications

- ✓ Must be within Community Futures Lloydminster & Region's service area
- ✓ Must provide registration of tradename or incorporation documents

Apply today:

lloydminsterandregion.albertacf.com/smarter-small-business

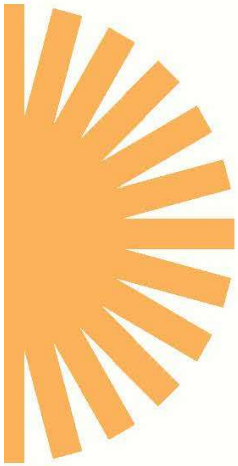


STARTING A BUSINESS

It will be hard, but we are here to help you navigate the journey.



- **Create the PLAN** – what are you going to be doing, why are you doing it, who will be your customers, how much money do you need to get started etc? Time to grab a Business Plan template or contact us for a Business Model Canvas exercise!
- **If financing** is needed you will want to start on this process early – contact your financial institution, Community Futures, BDC or other investors and lenders. Of course, you do this after you've completed your Business Plan and cashflow projections.
- **Brand development and business name** – check out our video on digifutures.ca on Tips for Naming Your Business.
- **Choose your business structure**: sole proprietor, partnership, corporation. Get legal advice!
- **Register your business name** with the registry office (or using your lawyer/accountant). This process now generates your CRA business number as well, which is required for paying corporate income tax, if you have employees, collect GST or import/export products. You will still need to contact CRA to open up your tax account if you will be handling GST.
- Check out the **federal, provincial and municipal/local rules** for setting up and operating a business. A site like Bizpal.ca can help you wade through the red tape.
- Get your **insurance, WCB and find out more about provincial employment standards**.
- Source your **operational items** – technology, equipment, fixtures, furnishings, website and so on and start **building out your team**!
- Be **committed to lifelong learning** for your business. You can start with our www.digifutures.ca online training portal for entrepreneurs.



Buying or selling a business can be **complex**. We make it **simpler**.

ExitNavigator is a dedicated service created specifically for rural and small-town Alberta entrepreneurs navigating the complexities of business transitions. We provide much-needed support in communities where transition planning resources are limited to help ensure local businesses continue to thrive rather than close their doors.



7 out of 10
Entrepreneurs in Canada expect to transition ownership/leadership in the next 3-5 years.

Proactive Planning = Perfect Timing

- Step 1.** Book a Consultation
- Step 2.** Connect With an Expert
- Step 2.** Build a Custom Path

Services

Free Consultations

Available upon request to any business owner and their supporters to understand their options, discuss goals and find their path forward.

Business Valuations

This in-depth business assessment covers assets, market context, growth opportunities, and pricing recommendations. Ideal for selling or acquiring a business.

Online Business Listings

Free, self-guided access to a business listing directory.

Seller Assist

Direct inquiries to us so we can vet serious buyers without disrupting business operations.

Sale Mediation

This includes a written Letter of Intent outlining terms and responsibilities. On average, 88% of sales mediated this way conclude successfully!

Business Factsheet

This detailed multi-page document highlights the business's current state, future opportunities, and key sale information, serving as a buyer-focused marketing tool.

Business Loans

Get the flexible funding you need to grow—our business loans are designed to help when traditional lenders say no.

Contact info.

Ready to book your consultation?
Want more information?

Whatever you're looking for,
we'll help you find it.

P: 403-995-4151

E: exit@cfhighwood.net

W: exitnavigator.ca



Scan to **contact us**

Exit
Navigator

WITH THE SUPPORT OF

Community Futures

FRESHLY PRESSED

THE LENDING PROCESS



1. **Applying for a Community Futures Loan:** our staff are committed to working with clients to ensure that their business plan and loan application are complete and ready for submission. When the loan application, business plan and other required documents are submitted, the Small Business Strategist will review the material. Along with a recommendation from the Small Business Strategist, a summary of the business plan and financial projections are sent to the Investment Review Committee for the final decision. (The “IRC” is comprised of volunteer local businesspeople and representatives from local municipalities).



2. **Application/Administration Fees:** A non-refundable application fee is required at the time of loan application; this covers the cost of credit checks and searches. A one-time administration fee is due upon disbursement of approved loans to cover the costs of registering security and other administrative duties.



3. **Loan Approval Process:** Applicants will normally receive an answer on their loan request within 10 working days of submitting their completed application. The process may be delayed due to the complexity of the loan and completeness of the business plan and loan application.

4. **Timeline for Loan Disbursement:** Once a loan has been approved, an “Offer to Finance” is extended, outlining the terms and conditions of the loan. The loan will not be processed until a signed acceptance of this offer has been received by the office.



5. **Time required to disburse funds once the loan has been approved – depends on:**

- The borrower returns a signed acceptance of the “Offer to Finance”.
- The borrower to provide all the **necessary information**. (Ex. confirmation of insurance).
- The **registration of security documents**.
- The borrower has signed all **loan documentation**.

6. **All solicitors’ fees are the responsibility of the borrower (if applicable).**

7. **Loan Repayment:** The normal term for loan repayment is up to 5 years with monthly installments. The loan amortization varies with the amount and nature of the borrowing.

8. **Paying out Early:** Generally, our office allows loans to be prepaid at any time without penalty unless otherwise specified.



9. **Interest Rates:** Interest rates are based upon risk and the collateral supplied by the applicant. The rate determined will be a minimum of Servus Credit Union **Prime rate + 3% or more.**

10. **Criteria used to Approve a Loan:** Loan approvals are based on the following criteria:

- **Character/Credit**

- Credit history of the applicant.
- References - personal, business and credit.
- Management Skill – the level of industry and/or business experience the applicant possesses.

- **Capacity**

- Viability - the business' ability to meet all financial commitments while still making money. This is demonstrated through the business plan and financial projections.

- **Capital**

- Equity - the amount of money the applicant has or is prepared to invest in the business.

- **Condition**

- Industry conditions.
- Local labour and sector conditions.

- **Collateral**

- Land, buildings, equipment, vehicles, inventory, accounts receivable and other assets which can be used to secure the loan.
- Quality of the collateral (depreciation rate, salability, market conditions).

- **Community Futures Operational Plan**

- Creates and/or maintains jobs in the Community Futures region.
- Diversifies the local economy.

11. Common Reasons Loan Requests are Declined:

- Poor credit history.
- The applicant has not demonstrated that they possess the necessary management skills.
- Inadequate cash flow available to service the debt and other business obligations.
- The owner does not have enough equity in the business.
- The business is too risky and/or the products and market are not proven.
- Inadequate assets to secure the loan. Generally, 1:1 security is required.

