

# Share Your New Business Idea With AIRO

This is your first step in applying to **Annapolis Investments in Rural Opportunity (AIRO)** for support of your new business idea. This form will help guide you step-by-step through your initial business concept and its potential. It's OK if you don't have all the information to answer every question, but please share your thoughts and ideas with us as completely as possible – ***your information will be treated confidentially.***

If you need more space than we provided, use a separate sheet noting the section and question number(s) on it and attach it to this application. Once we receive your completed form, you'll receive an email confirmation with further details about next steps.

**Please note: Answers to questions with a red asterisk (\*) are required.**

\*Your Full Name: \_\_\_\_\_

\*Your Phone Number: \_\_\_\_\_ Cell Number: \_\_\_\_\_

\*Email: \_\_\_\_\_

\*Your Mailing Address: \_\_\_\_\_

\_\_\_\_\_

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\*Date of Form Submission: \_\_\_\_\_

\*Project Name & Location: \_\_\_\_\_

\_\_\_\_\_

*(e.g., T-shirt Printing Shop in Annapolis Royal)*

## Your Idea:

1. \*Describe your business idea in one or two sentences. Include the products and/or services as well as your ideal customers. *(e.g., "I want to establish a t-shirt printing press that prints customized local designs for fashion-conscious customers between 15-25 years.")*

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2. \*What inspired you to start this business?

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3. \*Tell us more about your ideal customers. Are they local? Tourists? Online?

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## Your Operations:

1. How many people do you think you will employ in your first two years of business (including yourself)? Will they be full or part-time? Will they be seasonal or year-round? (e.g., 1 part-time year-round accountant, 2 full-time year-round designers, 3 full-time seasonal store clerks.)

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2. Describe any other resources you'll need in the first two years. (e.g., Access to land, desks, computers, software, etc.)

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3. What kind of training and skills development might be helpful for you or your employees to start this business? (e.g. Basic bookkeeping, marketing, or social media.)

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4. What key partnerships will be required or helpful in launching or building your business? (e.g., In our t-shirt business example, partnerships with stores or manufacturers might be useful.)

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## Your Market & Money Matters:

1. Have you thought through how much demand/desire there is for your product or service?

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2. Have you thought through how much money you'll need to get started? (e.g., *Have you added up costs for all necessary resources mentioned above, in "Your Operations"?*)

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3. How much money do you expect this business to generate in your first year of operation? Do you expect this to increase in the second and third years?

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4. How much funding do you plan to receive from sources like banks, investors, family, partners, etc.? Will you personally be contributing any funding?

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5. How much money are you asking AIRO to contribute? \_\_\_\_\_

## Your Story:

1. \*Do you or your partners have experience in the specific industry that this business will operate in? If yes, please describe your experience.

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2. Do you have any experience operating a business? For example, have you owned a business in the past or have you worked at a management level for someone else? If yes, please describe your experience. (e.g., *Your title and key responsibilities.*)

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3. Have you ever declared personal bankruptcy? If yes, what year? Answering yes does not eliminate you from consideration.

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### Your Additional Info:

1. Share a bit about yourself – tell us the kind of work you’ve done or anything else you think we should know in support of your business idea.

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2. Attach any other information that you think might support your application, such as a business plan, image of product, samples, or a prototype etc.

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Please email or mail your completed form to:



[ConnectWith@ruralopportunity.com](mailto:ConnectWith@ruralopportunity.com)

AIRO

PO Box 456

Annapolis Royal, NS B0S 1A0

Any information you share with us will be kept confidential.