

Professional Service Assistance Program

INTRODUCTION

The Professional Service Assistance Program provides a non-repayable contribution to Prince Edward Island small business owners requiring professional advisory support. Innovation PEI's assistance will be in the form of a 50 percent cost-shared contribution to offset the cost of retaining professional services.

ELIGIBLE APPLICANTS

Those activities which lead to incremental wealth creation in priority sectors will be favourably considered for financial assistance. The business person should discuss his/her requirements with an Innovation PEI representative to determine if the activity could be considered for assistance under the program.

ELIGIBLE ACTIVITIES

Business and Market Planning

Innovation PEI believes that entrepreneurs should be responsible for researching a business opportunity. This provides valuable experience to the business person. Innovation PEI representatives will provide guidance and offer suggestions in starting the process and researching the opportunity.

The intent of the Professional Service Assistance Program is to cost share the services of an outside professional to finalize the business/marketing plan and assemble the information in a clear and professional format. The contribution from Innovation PEI will not exceed \$1,000 per small business.

Management Services

Innovation PEI recognizes that today's entrepreneurs find they do not always have the time and expertise to respond effectively to all of the demands of their operation. Innovation PEI will provide financial assistance for management skills training in specialized areas. The contribution from Innovation PEI will not exceed \$500 per small business.

Examples of business development skills considered eligible include, but are not limited to:

- bookkeeping
- personnel management
- advertising and promotion
- financial analysis
- market planning
- quality control
- franchising

Over...

Professional Service Assistance Program Application

Name of Company / Business: _____

Contact Person: _____ Telephone: _____

Address: _____

Form of Organization: Incorporated To be Incorporated Sole Proprietorship
 Partnership Cooperative Other (specify) _____

Sector: Manufacturing / Processing Retail Service Tourism
 Primary Other (specify) _____

If applicable: Business (GST) #: _____ PST #: _____

Application Received Date: _____ Project Officer: _____

NATURE OF CURRENT BUSINESS:

Please include a history and description of your business, including products or services provided.

Amount of assistance requested: (Maximum \$500)

Description of proposed project or activity: (Written quote must be attached)

Signature of applicant(s): _____

Date: _____

For More Information:

Innovation PEI specializes in one on one business counselling. Our qualified staff can also provide information regarding most business development programs offered by government agencies across Prince Edward Island. Application forms and additional program information can be obtained from:

Innovation PEI

94 Euston Street

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Charlottetown, PE C1A 7L9

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