

Checklist to assess if starting a business is for you:

- ✓ Do you have a clearly defined business idea with some research to show your product or service is in need?
- ✓ Do you have relevant training, education, qualifications and work experience to successfully operate a business?
- ✓ Are you willing to dedicate long hours and make a personal financial investment towards starting a business?
- ✓ Do you take initiative and persevere when things do not go well or as planned?
- ✓ Are you organized, able to set priorities, and possess the motivation to achieve your goals?
- ✓ Can you cope with uncertainty and the higher level of risk that normally goes along with self-employment?

If you answered "YES" to ALL of the above questions, you may be a good candidate for the SEB Program.

Centres for Employment & Learning:

- Clinton, 60 Mary Street, 519-482-1700
- Exeter, 349 Main St. S., 519-235-0471
- Goderich, 38 East St., 519-524-2515
- Seaforth, 138 Main St. S., 519-527-0305
- Wingham, 152 Josephine St, 519-357-4995

EMPLOYMENT ONTARIO

52 East Street, Goderich 519-524-1728

Employment Ontario programs are funded in part by the Government of Canada.

The SEB Program is coordinated by the County of Huron through the:



**Huron Small Business
Enterprise Centre**



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Business Start-up Assistance...

Self-Employment Benefit (SEB) Program



**EMPLOYMENT
ONTARIO**

What is the Self-Employment Benefit Program?

The Self-Employment Benefit Program is offered by the Ministry of Training, Colleges and Universities (MTCU) to assist people in starting businesses through a combination of business mentoring, financial allowance, and business training.

The 50 week SEB Program is coordinated by the County of Huron through the Huron Small Business Enterprise Centre.

Eligibility

Job seekers who are unemployed can apply if they meet one of the following conditions:

- They have established a claim for Employment Insurance benefits or their Employment Insurance benefit period has ended within the past three years.
- They have established a claim for Employment Insurance maternity or paternity benefits, were paid benefits within the past five years, and are re-entering the labour force after having left it to care for newborn or newly adopted children.

Other eligibility criteria also apply.

How To Begin

1. Attending a Starting Point Session at your local Centre For Employment & Learning office is strongly recommended. You are required to meet with an Employment Counsellor / Case Manager to develop a Plan of Action and obtain a referral to attend the SEB Information and Business Planning Workshop.

2. Attend the SEB Information and Business Planning Workshop.

This 5-day workshop is a pre-requisite for making an application to the SEB Program. The workshop covers the application process, eligibility, business start-up, and how to research and prepare a 'Business Concept'.

3. Apply to the SEB Program. Applicants must develop a comprehensive Business Concept that demonstrates viability of their idea, and agree to make a full-time commitment to the business operation.

Completed SEB Applications are to be submitted to the SEB Coordinator. You must present a sound business idea & demonstrate that you have the necessary skills, qualifications, and experience to make your idea work.

Not all applications are approved and only viable business ideas from applicants who meet all eligibility criteria are accepted. MTCU makes the final decision on all applications.

Please Note:

- You must not quit your job to apply to SEB.
- You must not start your business before final approval is given by MTCU and the SEB Agreement is signed.
- You must prepare a Business Concept. A Business Concept is a preliminary Business Plan.
- You must make a personal investment in your business of at least 25% of the financial assistance that you will receive while on SEB (25% of \$423 x 50 weeks = \$5,288). The investment can be cash /equity related to the operation of the business.
- If you need business financing to meet the 25% investment requirement, you must submit proof of financing approval with your application.
- If the Business Concept is approved by MTCU, and the SEB Agreement signed, there is a limited amount of time to turn the Business Concept into a full Business Plan. The Business Plan refines the Business Concept through further research / data collection.

Is the Self-Employment Benefit Program for me?

Starting a business isn't easy. A good idea, financial backing & a sound business plan are just a few of the factors that contribute to a successful business.

Dedication, commitment, long hours & family support are critical to your success. In short, much thought & career planning activities go into the decision to pursue your own business.