

## WDC Micro-Loan Fund: Creative Industries

# Application Form

Submit completed application forms  
by email to: [microfundci@wdc.ie](mailto:microfundci@wdc.ie)

or by post to:

WDC Micro-Loan Fund: Creative Industries,  
Western Development Commission,  
Dillon House,  
Ballaghaderreen,  
Co. Roscommon.

Electronic copy available on  
[www.wdc.ie/microfundci](http://www.wdc.ie/microfundci)

### **IMPORTANT!**

Please complete this PDF form in Adobe Reader.  
(Please DO NOT hand write).

All applicants must complete Section A of the Application Form and have the option of completing Section B of the Application Form or submitting a business plan.

Projects must demonstrate the capacity to repay the micro-loan on a monthly amortised basis.

**CLOSING DATES:** The Micro-Loan Fund will operate on a competitive 'Call for Applications' basis. Calls to the Micro-Loan Fund will be quarterly. Applications will be accepted from the first working day until the last working day of each quarter, i.e. the last working day of March, June, September and December.

## Section One: Applicant Details

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Business Name: \_\_\_\_\_

Contact Name: \_\_\_\_\_ Position: \_\_\_\_\_

Date of Birth: \_\_\_\_ / \_\_\_\_ / \_\_\_\_

Gender: Male

Female

Business Address: \_\_\_\_\_

Telephone numbers: Landline: \_\_\_\_\_ Mobile: \_\_\_\_\_

Email address: \_\_\_\_\_ Website: \_\_\_\_\_

Brief description of your business: (75 words max)

Type of Business:

Sole Trader <input type="checkbox"/>	Company limited by shares <input type="checkbox"/>
Partnership <input type="checkbox"/>	Company limited by guarantee <input type="checkbox"/>
Co-operative <input type="checkbox"/>	Other (please specify) <input type="checkbox"/>
	_____

What is your main area of activity within the creative industries sector? If you are involved in more than one activity please rank in order of importance. (Base this ranking on its importance to turnover - 1 being the most important)

Advertising		Architecture		Art / Antiques Trade	
Crafts		Design		Digital Media	
Fashion		Internet and software		Music, visual and performing arts	
Publishing		Radio and TV broadcasting		Video, film and photography	

When was the business set up? \_\_\_\_\_

Tax Clearance Certificate: Yes  No

*Note: funding will not be provided without a valid tax clearance certificate*

## Section One: Applicant Details

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Number of people currently employed: Full-time \_\_\_\_\_ Part-Time \_\_\_\_\_

Projected employment in 3 years' time: Full-time \_\_\_\_\_ Part-Time \_\_\_\_\_

Estimate of current indirect employment: \_\_\_\_\_

Estimate of indirect employment in 3 years' time: \_\_\_\_\_

Turnover 2012 € \_\_\_\_\_ Projected Turnover 2015 € \_\_\_\_\_

Net Profit 2012 € \_\_\_\_\_ Projected Net Profit 2015 € \_\_\_\_\_

What percentage of your 2012 Turnover was exported? \_\_\_\_\_%

What percentage of your 2015 Turnover do you expect to export? \_\_\_\_\_%

Please provide details of the total funding required for your proposal, including how much you are seeking from the WDC and other sources of funding

Funding Sources	Details	Amount €
Total funding required		
Own investment		
Bank (detail name of bank and type of funding e.g. overdraft, term loan, leasing)		
Other private investment		
WDC Micro-Loan Fund		
Other public agency		
Other		

Over what term are you seeking the micro-loan for? \_\_\_\_\_ years

### Business and Promoter/Management Description

Your response to this section should be a *maximum of two pages*

Please give a detailed description of the business and its successes to date (250 words max)

Please provide the long-term vision for the business (75 words max)

Please provide a SWOT Analysis of the business

<u>Strengths</u> 1. 2. 3.	<u>Weaknesses</u> 1. 2. 3.
<u>Opportunities</u> 1. 2. 3.	<u>Threats</u> 1. 2. 3.

## Section Two: The Business Plan

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Please provide details of the impact that WDC funding would have on the business and on the Western Region (250 words max)

Please give an outline of your/your team's track record and industry knowledge. (Please attach CV for yourself and other key personnel, and profiles of any external advisors being used by you, as an appendix) (250 words max)

Please provide details of any other current employment or business interests (100 words max)

### Product/Service

Your response to this section should be a **maximum of one page**

Describe how your product/service is unique and immune to substitution/being copied and why it is better/more appealing than your competitors' (i.e. what is its Unique Selling Point?) (150 words max)

Do you have title to?  
(please provide details)

Patents Yes  No

Trademarks Yes  No

Please give details of future new product development/improvement plans (250 words max)

### Market and Marketing

Your response to this section should be a *maximum of two pages*

Please provide an overview of the market you are serving/targeting including size of the market, and trends for your business's products/services including details of market research you have carried out (250 words max)

Please provide details of sales and marketing strategy (pricing, distribution, promotion, etc.) (250 words max)

Please provide details of significant customers and suppliers, and contact details for customers/suppliers the WDC has permission to contact (150 words max)

Please detail who your competitors are (150 words max)

Please provide details of the current and future potential to export your product/service (200 words max)



### Finance and Funding

Please provide the following information with your application

- Up-to-date management accounts and audited accounts for the previous 3 years
- 3 years financial projections including Cashflows (please use Cashflow Template spreadsheet provided) available at [www.wdc.ie/microfundci](http://www.wdc.ie/microfundci))
- Bank Statements for previous 12 months
- An up to date Credit Report. (This is available from the Irish Credit Bureau for a fee of €6 at <http://www.icb.ie> Please ensure that the Credit Report is in the name of the applicant i.e. a company/co-operative if company/co-operative is the applicant or individual(s) if the applicant is a sole trader or partnership. You will need to allow 5 working days for Credit Report request to be processed.)
- A list of Trade Debtors/Creditors

Please provide details of your current funding position

Cash at Bank	€ _____	Credit Union Loans	€ _____
Bank Loans	€ _____	Director Loans	€ _____
Bank Overdraft	€ _____	Other (please detail)	€ _____

Loans are generally repaid from cash generated by the business. Please detail any other source of funds available to you to repay a loan from the WDC.

Please provide details of any public sector funding you have received in the last three years (e.g. Enterprise Board, Leader Company, Arts Council, Crafts Council, Enterprise Ireland, Údarás na Gaeltachta, etc.)

Year	Agency	Type of aid e.g. grant, loan, equity	Amount €
2012			
2011			
2010			

Please complete the section below to authorise your application.

I confirm that I am authorised to sign this declaration on behalf of applicant business and that, to the best of my knowledge and belief, all the information supplied on this form, and any accompanying documents, is true and accurate. I undertake, immediately and fully, to inform the WDC if any changes in circumstances require the application to be amended. I confirm that the person named at Section 1 is authorised to act as the contact for the business in all matters relating to this application. I authorise the WDC to make such third party enquiries as it may deem necessary in considering this application for funding. I understand that the decision on this application rests with the WDC.

I consent to the WDC sharing this application with external assessors and potential mentors.

Name: \_\_\_\_\_

Position: \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

**Have you remembered to include?** (Please tick)

CVs/Profiles	<input type="checkbox"/>
Up-to-date management accounts and audited accounts for the previous 3 years	<input type="checkbox"/>
3 years financial projections including Cashflows	<input type="checkbox"/>
Bank statements for the previous 12 months	<input type="checkbox"/>
Credit Report	<input type="checkbox"/>
A list of Trade Debtors/Creditors	<input type="checkbox"/>

### WDC Contact Details

Fiona Regan/Claire Normanly at (094) 9861882 or email [microfundci@wdc.ie](mailto:microfundci@wdc.ie)