|  |
| --- |
| Institutions applying for a certificate for the first time must submit a business plan. As per s. 5(2) of the Private Training Regulation, the following information must be included in the institution’s business plan. The information provided in the business plan will be used to assess whether an institution has sufficient resources to meet its obligations. This is one of the requirements to be met for the registrar to issue a certificate. Further, the estimate of tuition revenue from approved programs you provide in your business plan will be used to assess your fees and payments to the Student Tuition Protection Fund owing when PTIB issues your first certificate. |

**[Name of Institution] Business Plan**

**[Date]**

**Table of Contents**

1. **Industry/Market Analysis**
2. **Marketing Plan**
3. **Financial Plan**
4. **Balance Sheet**

**A. Industry/Market Analysis**

|  |  |
| --- | --- |
| **Description of the program(s) the institution provides or intends to provide:** |  |
| **Analysis of the market for the programs the institution provides or intends to provide:** |  |
| **Description of any agreements the institution has entered into, or intends to enter into, with another entity to provide a program, or a part of a program, except as it relates to work experience:** |  |
| **The number of students the institution estimates will enroll in each program in each of the next**  **3 years:** |  |

**B. Marketing Plan**

|  |  |
| --- | --- |
| **Description of the institution’s student recruitment process:** |  |

**C. Financial Plan**

|  |  |
| --- | --- |
| **Operational expenses the institution estimates it will incur in the next year:** |  |
| **Capital costs the institution estimates it will incur in the next 3 years:** |  |
| **Revenue sources the institution estimates it will have in the next 3 years:** |  |
| **Estimates of what the institution will earn from each revenue source during each of the next 3 fiscal years, including the total tuition the institution estimates it will earn in respect of programs that require approval:** |  |

1. **Institution Current Balance Sheet [Date]**

|  |  |  |
| --- | --- | --- |
| **ASSETS** | **(What you own)** | **Amount** |
|  |  |  |
| **Cash** |  |  |
| **Investments** |  |  |
| **Inventory** |  |  |
| **Property & Equipment** | Land |  |
|  | Building |  |
|  | Equipment |  |
| **Other Assets** | Vehicles |  |
|  | Patents & Copyrights |  |
|  | Other (please list) |  |
|  |  |  |
| **Total Assets** |  | **$** |
|  |  |  |
| **LIABILITIES** | **(What you owe)** | **Amount** |
|  |  |  |
| **Bank Loans** |  |  |
| **Line of Credit Used** |  |  |
|  |  |  |
| **Other Loans** | Owing to Shareholder |  |
|  | Other (please list) |  |
| **Accounts Payable** | (unpaid bills/invoices) |  |
| **Other Payables** |  |  |
|  | Lease Obligations |  |
|  | Taxes or Payroll Contributions Owing |  |
|  |  |  |
| **Total Liabilities** |  | **$** |
|  |  |  |
| **Net Worth** |  | **$** |
| ***\*Total Liabilities- Total Assets*** |  |  |
|  |  |  |
| **Other Relevant Information** |  |  |