

New Enterprise Incentive Scheme  
**BUSINESS IDEA ASSESSMENT**

This form will assist Enterprise StartUp Services of WA and their subcontractors to make an initial appraisal of your business idea. While it is just *the first step*, it is important to provide complete information. When completed, return the form and keep a copy of all information submitted. Should you need guidance on any questions, please ask your local mentor or telephone the Enterprise StartUp Service of WA freecall 1800 666 555.

Access to the training and the NEIS scheme is competitive. We assess ideas for personal and business eligibility and 'viability'. Therefore, it is possible to be 'eligible' and still not be approved for the preparatory training. You will hear from us within **15 business days** of returning the completed forms. If your proposal advances to the next application step, you will be asked to complete specific market research tasks before further evaluation and your potential acceptance into pre NEIS training.

Note: Completing the training is not a guarantee of final approval of your business plan by the NEIS Provider and/or the Department of Education, Employment and Workplace Relations (DEEWR). However, Enterprise StartUp Service of WA will make every effort to have your proposal approved for participation once you complete the pre NEIS training.

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### Personal Details

1. Your Name(s):
2. Your Address:
3. Telephone number(s):
4. Your Job Seeker ID(s):
5. Type of Centrelink Allowance / Pension (NewStart, Sole Parent, etc.): Stream\_\_\_\_\_  
What is your 'Participation' or work requirement (Full Time, Part Time)?  
If you receive a DSP (Disability pension), what is your assessed work capacity (JCA)? \_\_\_\_\_ hours per week
6. My Job Service Aus provider is: \_\_\_\_\_ (JSA agency, i.e. PVS or Community 1st)
7. My/our e-mail address is: \_\_\_\_\_.
8. Do you have an ABN now?    **N** or **Y**                      Is it    'Active'?    **N** or **Y**
9. Do you have any registered business names?    **N**            Or    **Y** (Give name & when registered.)

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### Business Details

10. Tell us about the business you propose to start:

11. Will you operate the business as a 'sole trader', partnership, Company or Trust?

## Your Market

12. Who is going to buy your product/service?

13. What, if any, market research have you done so far to prove this is a good idea?

14. Tell us about your major competitors and how your product/service will be better or different.

**Attach at least 3 support letters that demonstrate unmet demand in your target market area.**

## Your Product/Service

15. Estimate how much you will sell in your first year. (example: I will mow 15 lawns per week on average, and charge \$50 each lawn. This will generate sales of about \$36,000 over 48 weeks.)

16. What price do you plan to charge for your product/service? How does this compare with your competitors' prices?

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## Your Equipment Needs

17. Of the equipment and other items you will need for the business, what is already owned by you?

18. What will you need to buy or lease BEFORE you can start? How much will it all cost?

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## Financing Your Business

19. Where will the money come from to buy equipment you need and to pay upfront expenses like insurance, etc. that will be needed BEFORE you open for business? If you will need a bank loan, please tell us what assets you own that a bank would use as security (i.e. equity in residence) as banks are extremely unlikely to loan money unless it is secured by an asset like real estate (home, land, etc.). **Please be aware that the NEIS program does not provide any access to start up funds or working capital – you need to be able to provide the required funds through savings, family loan, bank loan or other available credit facility.**

20. Estimate your major business expenses for the first year. **Note: The NEIS Programme requires that you have Public Liability insurance at your business start up. Some businesses may also need Professional Indemnity or other appropriate insurances for their industry. Investigate & plan for this upfront expense.**

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## Location

21. Where will you operate the business from (home? if commercial premises, give address if known):

22. What permits, licenses and/or Shire regulations might apply to your business?

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## Your Skills, Abilities and Experience

23. What skills, qualifications, training and experience will you bring to your business?

24. What, if any, skills or qualifications do you still need to acquire for the business to be successful?

The Albany Enterprise Group Inc. trading as 'Enterprise StartUp Service of W.A.' and its subcontractors collect your personal information for the purpose of determining your eligibility for the New Enterprise Incentive Scheme. All personal information is treated confidentially, stored securely and later destroyed according to procedures set out by our contract with the Australian Government. Upon written request, any personal information stored in our files is available for your review and, if necessary, correction or annotation. All information is handled in accordance with the regulations set out in the Privacy Act 1988.

I/We understand that the information contained in this application will be treated confidentially by the Albany Enterprise Group Inc. and their subcontractors.

I understand that NEIS Providers, including Albany Enterprise Group Inc., must share information with my Job Service Australia provider, Centrelink and DEEWR (Department of Education, Employment and Workplace Relations) regarding my participation in the NEIS programme. I hereby give my explicit permission for any necessary transfer of personal information to enable determination of eligibility, subsequent processing and participation in NEIS.

I/We understand that acceptance into the pre NEIS small business training does not guarantee that I/we will eventually be accepted into the NEIS program as a participant.

I/We understand that participation in pre-NEIS training does not meet all requirements to earn a Certificate. I will have the opportunity to complete the course work, develop a qualified business plan and have my business plan approved for NEIS. After operating my business for at least 3 months and submitting evidence for 'workplace assessment' criteria, if I am then assessed as competent on all criteria, the Registered Training Organisation (RTO) will award either the Certificate IV in Small Business Management (BSB40407) or the Certificate III in Micro Business Operations (BSB30307). While participation in pre NEIS training is a prerequisite for final NEIS approval, if I do not start my business and later complete any 'workplace assessment' tasks, I will not earn the certificate. A Statement of Attainment will be issued for any criteria met.

I/We understand and agree that the decision to ultimately start the business at all times remains my/our own. All risks and costs associated with developing and/or starting the new enterprise will remain solely my own/our responsibility. Guidance offered by Enterprise StartUp Service of WA, its affiliated Small Business Centre and independent mentors is often of a general nature and, even if specific to your proposal, must be weighed and assessed by yourself – all decisions remain solely yours and are taken at your responsibility and risk.

I/We declare that I/we are not undischarged bankrupts, have not received NEIS allowance for any business within the past two years, and have never received NEIS allowance for a business similar to the one in this application.

I/We also certify that the business discussed is 'new', meaning it has never operated at a full time commercial level.

If I/we are successful in the training program and are approved to enter the NEIS program, I/we understand that we must not start our business at a full time commercial level prior to the NEIS Start Date assigned by DEEWR. I/we understand that to do so will cause me/us to become ineligible for the program.

The information I/we have supplied is true and accurate to the best of my/our knowledge.

Signature of applicant(s):

\_\_\_\_\_ Date

\_\_\_\_\_ Date

**NEIS MENTOR USE ONLY:**

As the Enterprise StartUp Service of WA subcontractor for NEIS in this area, given my knowledge of the local market, I agree that:

- Y N** The proposed business will not compete directly with existing local businesses, or there is demonstrable 'room in the market', or there is a product/skill/service 'shortage' leading to unmet demand.
- Y N** There is a reasonable likelihood that this type of proposed business could demonstrate 'viability' as defined by the NEIS programme (provide independence from income support within 12 months on a pro rata basis considering the client's 'participation requirement' in the employment market).
- Y N** I have explained to the client (1) the commitment required to develop a business plan during the training course, (2) the business must not commence commercially before final approval is given, (3) any insurance considered necessary or prudent for their industry is required at their business startup and (4) NEIS does not provide upfront capital and I have ascertained the client will be able to successfully source any capital needs.
- Y N** The client has been explained the process of pre-NEIS training and business plan approval.

\_\_\_\_\_  
NEIS Mentor Signature

\_\_\_\_\_  
Date