

## Self Employment Is An Option!

The Self Employment Program provides an opportunity to start or purchase your own business.

To be eligible you must meet eligibility criteria as outlined by Employment Manitoba (EM).

The business cannot be in direct competition with an existing business in your market area.

See your local Employment Manitoba Centre for more details.

## Self Employment Assistance Program

**Manitoba** 

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Community   
Futures Heartland




Helping you realize  
self-employment  
and entrepreneurship

Growing communities one idea at a time.

Manitoba Competitiveness Training and Trade

Community   
Futures Heartland

**Manitoba** 

 Western Economic  
Diversification Canada  Diversification de l'économie  
de l'Ouest Canada 

This initiative is supported by Western Economic Diversification Canada.

Growing communities one idea at a time.

## Self Employment As An Option!

*Assists eligible individuals with a viable business idea to create their own employment*

### Employment Manitoba (EM) Entrepreneurship Training & Trade will:

- Use a one to one assessment process to help you decide whether self-employment is right for you.
- Determine if you are eligible for the Self-Employment Assistance (SEA) Program.
- Refer you to service delivery agents (Community Futures Heartland) who are contracted to evaluate your business concept and assist you in the development and implementation of your business plan.

## Who Can Participate?

### General eligibility criteria

You must be legally entitled to work in Canada, have a viable business idea and meet one of the following criteria:

- Unemployed or
  - ⇒ Working less than an average of, 20 hours/week,
- Unemployed and
  - ⇒ Receiving or are eligible to receive, Employment Insurance (E.I.) Benefits,

⇒ Have had an E.I. Claim that ended within the previous 36 months,

**OR**

⇒ Have had a maternity or parental claim that started within the previous 60 months.

**OR**

- Employed individuals who are low skilled or lower income individuals or family with dependent child(ren)
- Job threatened and eligible for E.I.

Some exceptions apply, mainly for those who:

- Participated in skills funded by EM training in the previous two years.
- Participated in the Self-Employment Assistance Program funded by EM in the previous five years.
- Started a business on their own prior to being accepted into the Self Employment Assistance Program by EM.
- Are disqualified or disentitled from E.I. Benefits.

*Contact EM Portage la Prairie Centre or Morden Centre to determine eligibility.*

### Community Futures Heartland

- The Self Employment Program is delivered by Community Futures Heartland (third party organization who provides service on behalf of EM).

- Community Futures Heartland assesses the feasibility and viability of business ideas, provide coaching in developing and implementing business plans and offer other business supports as required.

### General Time Lines for SEA Program

- Initial Intake and Assessment 2 weeks.
- Business Plan Phase minimum of 2 weeks to a maximum 10 weeks to produce a business plan with assistance and resources from Community Futures Heartland staff.
- Mandatory 3 day Business Start Program as offered by Manitoba Entrepreneurship Training and Trade.
- Candidates may receive up to 39 weeks of financial support.
- Monthly follow-up support for one year.
- 2nd year business anniversary report.

### Want to know more?

Contact Employment Manitoba for more information about the SEA Program.

Portage la Prairie Centre – 239-3091

Morden Centre – 822-2324

**OR**

Community Futures Heartland – 239-0135