

2. Growth Plan

- a. If you receive the funding, what are the key dates and milestones for your business in the next year? Please build out your timeline. (minimum 100 words)

- b. Where do you see your business in the next three years? (minimum 100 words)

- c. What type of licenses or permits are required for your business? Explain where you are in the process of getting them. (50 words minimum)

3. Existing or Anticipated Challenges

- a. What challenges do you see that you will have to overcome for your business to succeed? Please list at least three. How do you plan on overcoming these?
 - i. Challenge: (minimum 100 words)

 - ii. Challenge: (minimum 100 words)

 - iii. Challenge: (minimum 100 words)

4. Competition

- a. Who are your biggest competitors and why? How is your product or service different from what your competitors offer? (minimum 100 words)

5. Operations

- a. Who is/are the owner(s) and employees? Please describe their responsibilities and job duties. (minimum 100 words)

- b. What hours/days of the week will your business be open?

6. Marketing Strategy

- a. Describe your advertising and marketing ideas. Include examples of marketing strategies you plan to use such as mailing lists, print advertisements, social media, events, etc. (minimum 100 words)

7. How do you plan to use your grant award?

Please fill out the table below detailing how you plan to use your grant award. Use dollar amounts (ex: \$1,200).

Business Expense	How much of your anticipated grant award will you spend on this business expense?	Please describe your anticipated expense in more detail (a list or sentence is fine)
Accounting		
Employee Wages		
Equipment/supplies		
Insurance		
Licenses/Permits		
Marketing/Advertising		
Merchandise/Inventory		
Rent for storefront		
Tenant improvements (ex: repairs, construction, move-in costs)		
Utilities		

Other:		
Other:		
Total		

