

South Broad Business Initiative Initial Application

SECTION 1: Contact Information

1. First Name	
2. Last Name	
3. Phone	
4. Email	
5. Personal Address	
6. Business Name	
7. Date of Incorporation (Date of Business Start)	
8. Business Address	
9. Names of All Legal Owners of Business. Please indicate percentages of ownership for each individual.	
10. Is at least 50% of your business owned by a person of color or racial or ethnic minority?	

SECTION 2: Business Information

11. What does your business do? Describe your mission.

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12. What was your income and how much were your total expenses last year?

13. List your current sources of revenue and project your expenses over the next year.

14. From which sources has your business obtained borrowed funds, if any? How much did your business borrow from all of these sources last year? How much has your business borrow from all of these sources since founding?

15. As of the end of last calendar year, how many employees worked for your business full-time and part-time?

16. What is the demographic makeup (best guess) of your customers based on the following characteristics—race/ethnicity, gender, age, income level?

SECTION 3: Services and Assistance

17. What plans do you have to expand or update your business in the near future?

18. Please indicate any services you are interested in receiving:

- Accounting
- Bookkeeping
- Business expansion and strategy
- Financial modeling, budgeting, and cash flow
- Graphic design
- Human resources
- Informational technology
- Legal
- Marketing and advertising
- Online and web development (including social media)
- Overall business strategy
- Public relations
- Real estate acquisition or site selection
- Securing additional funding or financing
- Updating technology systems
- Other

19. If you marked "Other," please explain what type of help you are looking for.

20. For all services marked above, please briefly explain if you currently have any systems or strategies for addressing that topic, and how you would like to improve or build on them.

SECTION 4: Time Commitment

21. The South Broad Business Initiative offers two options for time commitments: a short-term and a long-term program. To help us figure out which is the best fit for you, please check all of the following statements that apply to you:

- I can commit to a 6-month program.
- I can meet with a business mentor 2-4 times per month.
- I can commit to complete assignments in advance of meetings.
- I can provide financial data about my business for the duration of the program.

SECTION 5: Community Impact

22. How does your business give back to your local neighborhood or community?

23. What do you see as the role of your business in your neighborhood or community?

*Questions on your application or the program?

Contact Olivia Seideman at oseideman@gopropeller.org, (504) 323-4751