

## South Broad Business Initiative Initial Application

### SECTION 1: General Business Information

1. First Name	
2. Last Name	
3. Business Name	
4. Date of Incorporation (Business Start Date)	
5. Names of all legal owners of business. Please indicate percentages of ownership for each individual.	

6. Please indicate the industry or sector in which your business operates:

- Automotive
- Salon or Barber
- Retail
- Construction
- Real Estate
- Other \_\_\_\_\_

7. How did you hear about Propeller's South Broad Business Initiative?

- Friend/Family
- Referred by Propeller
- Local News
- Propeller Newsletter
- Social Media
- Other

### SECTION 2: Application Narrative

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

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9. What was the total income of your business over the past 12 months?

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10. What were the total expenses of your business over the past 12 months?

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

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12. Founder Investment - How much of their own money did all of the founders put into the business during the following time periods:

	Amount in Dollars
During the last calendar year	
Since founding	

13. Has your business ever obtained borrowed funds?

- Yes
- No

14. Borrowing History - How much did your business borrow during the following time periods:

	Amount in Dollars
During the last calendar year	
Since founding	

15. From which sources has your business obtained borrowed funds?

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

	Number of Employees
Full Time	
Part Time	

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

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**SECTION 3: Services and Assistance**

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

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19. 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. Please select between one and three priority areas of those marked above:

Priority 1	
Priority 2	
Priority 3	

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

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21. 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**

22. 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**

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

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

## SECTION 6: Contact Information

### 24. Contact Information and Social Media

*Please note that the questions below are for your personal information, not your business.*

1. Preferred phone number for all future Propeller communications:	
2. Preferred email for all future Propeller communications:	
3. LinkedIn Profile:	
4. Twitter Handle (exclude the @):	

### 25. Mailing Address

Street Address	
City	
State	
Zip Code	

## SECTION 7: Business Structure and Information

### 26. Business Information

Business Name	
Federal Tax ID	

### 27. Business Mailing Address and Contact Information

Business Street Address	
City	
State	
Zip Code	
Country	

### 28. Web Presence

1. Website:	
2. Instagram Handle (exclude the @):	
3. Twitter Handle (exclude the @):	

4. Full Link for Facebook Page:	
5. Full Link for LinkedIn Profile:	

29. Is your business 51% minority-owned?

- Yes  
 No

30. Is your business 51% women-owned?

- Yes  
 No

31. What is your business structure?

- Corporation** - A form of business operation that declares the business as a separate, legal entity guided by a group of officers known as the board of directors.
- Limited Liability Company (LLC)** - A corporate structure whereby the members of the company cannot be held personally liable for the company's debts or liabilities. LLCs are essentially hybrid entities that combine the characteristics of a corporation and a partnership or sole proprietorship.
- Partnership** - A legal form of business operation between two or more individuals who share management and profits. Can be a General or Limited Partnership.
- Sole Proprietorship** - An unincorporated business with a single owner who pays personal income tax on profits earned from the business. Also known as a sole trader or a proprietorship.
- Hybrid (Low-profit Limited Liability Company or L3C)** - A type of limited liability partnership (LLP) which operates to "significantly further the accomplishment of one or more charitable or educational purposes." Unlike a non-profit charitable organization, L3Cs may make a small profit, as long as that is the secondary goal of the organization.
- Benefit Corporation** - A for-profit corporate entity that includes a social impact in addition to profit as its legally defined goals. This is a very specific legal status that is only available in 31 states.

32. What is the current operational model of your business? Select all that apply.

- Production/Manufacturing** - The creation and assembly of components and finished products for sale. Three common types of manufacturing production are make-to-stock (MTS), make-to-order (MTO), and make-to-assemble (MTA).
- Processing/Packaging** - The changing or addition of raw or secondary products and preparing processed goods for transport, storage, and/or sale.
- Distribution** - The process of making a product or service available for the consumer or business user that needs it. This can be done directly by the producer or

service provider, or using indirect channels with intermediaries.

- Wholesale/Retail** - The sale of final products to retailers, industries, businesses, and final consumers.
- Services** - A form of business providing different types of labor services in a wide variety of business sectors, eg lawn mowing, housecleaning and clothes cleaners, legal advice, etc. Does not include any management of money.
- Financial Services** - The economic services provided by the finance industry, which encompasses a broad range of businesses that manage money, including credit unions, banks, credit card companies, insurance companies, accountancy companies, consumer finance companies, stock brokerages, investment funds, and some government-sponsored enterprises.
- Unsure**

*\*Questions about the application or the program? Contact Trace Allen at [tallen@gopropeller.org](mailto:tallen@gopropeller.org), (504) 264-1360*