Applicant Name:
Phone Number:
Email:
Business idea:

PLEASE Circle below which class you want to attend in 2020:

☐ May 21 – T/Th (6pm to 9pm)
☐ July 18 – Sat (9am to noon)

Thank you for applying to Small Business Essentials. You’ve reached the next step on your entrepreneurial journey! Please read through the application materials before filling it out.

Who is eligible to apply?
Getting Ready graduates are eligible to apply to Small Business Essentials.

What does the application consist of?
The application consists of two parts: the Business Concept section and the Sources & Uses of Funds Statement section.

How do I apply?
Please answer all questions completely. Write full sentences and please know that you’re being accepted or not based on content so please provide more than a sentence or two.

How do I submit the application?
Save your documents and send them as attachments to zguachichulca@womenventure.org

How long will it take to review my application?
Please allow up to a week for processing. Processing may take longer if the application is incomplete.

How will I be notified that I’ve been accepted or not?
Applicants will be notified of acceptance and provided a registration code by email.
IMPORTANT: You are not registered for the class until your fees are paid (check the WomenVenture website for the deadline date for the class you want to attend).

FYI

• Please use blue or black ink for handwritten applications
• All applicants must have completed the WomenVenture Getting Ready class before applying to Small Business Essentials
• Business Partners must fill out and submit separate application materials
• Careful consideration is given to all applicants
• We may call you if there are questions about your application

Please be sure to provide all of the information requested. Incomplete applications will not be processed.
**Business Concept Questions**

1. Explain the product or service your business will provide.

2. Who do you believe is your customer **and** why will they buy your product or service?

3. Explain how you will market your business.

4. What is the main reason you want to start a business? (Choose one)
   - [ ] Increase Income
   - [ ] Be my own Boss
   - [ ] Use my Talent
   - [ ] Build a Legacy for my Family
   - [ ] Replace my income

5. Who do you believe is your competition **and** how is your product or service different from theirs?

6. What relevant experience and skills do you have in this industry/business?
Sources & Uses of Funds Statement

The **Sources & Uses of Funds Statement** is used to estimate **startup costs** (the amount of money you will need to start the business before it opens) and to determine **owner's equity** (assets and money you are putting into your business). Add additional rows if needed.

**Sources of funding for your business**

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<th>Sources</th>
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Total $  

**USES (How will you spend the source money?)**

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