



## SB Works Small Business Challenge 2017

### APPLICATION

**SB Works announces the 2017 Small Business Challenge – a program designed to encourage new ideas and approaches to supporting DC’s small business environment through the funding of consulting and improvement projects.** It is based on your understanding of your unique business needs and tapping local creativity in order to improve DC's communities. The program aims to support existing businesses, foster new businesses, and create job opportunities for District residents. We are looking for innovative, effective, and manageable projects that present solutions to help advance individual businesses and their communities. **We believe you know your business better than we do- this application is an opportunity to explain to us what you need for success, and then tell us how you want to get there!**

Applications should provide answers to the questions (below) along with any support documentation you think is relevant. Each application should include the following components:

1. **The Applicant** – Tell us who you are
2. **Your Business** – What is your business. What role does your business have in the community?
3. **The Project** – Provide an explanation of the project, including its team and any associated costs. Tell us about the deliverables and the intended impact. Typical projects in the past have received \$1,500-\$5,000 in support with larger amounts possible for projects with greater impact and reach.
4. **Documentation** – Provide proof of eligibility and project feasibility, most importantly the ability to execute and maximize impact from the project.

Refer to the Request for Application or SB Works website for further details. Give particular attention to the Evaluation Metrics section to ensure that your application is as competitive as possible.

Applicants are encouraged to submit their application via email. Application materials should be sent as a single PDF file to [info@sbworksdc.org](mailto:info@sbworksdc.org) with the subject "SB Works Challenge Application". **The deadline to submit the application is Monday October 30, 2017 at 11:59pm EST.**

Applications may also be submitted in paper.

Send forms to: SB Works  
Attn: Program Manager  
2316 Rhode Island Ave. NE  
Washington, DC 20018

Questions? Contact us: Phone: (202) 803-5400

Email: [info@sbworksdc.org](mailto:info@sbworksdc.org)

---

## PART 1: The Applicant

### 1. Which of the following are you applying for?

- Growth Support: Strategic services for existing businesses
- Startup Support: Guidance for newly-forming business
- In a Jam: Troubleshooting issues for existing businesses
- Facelift: Minor storefront improvements for commercial buildings
- Big Ideas: Events or initiatives that support the business district or multiple businesses

Regarding your business or benefit business...

### 2. Are you currently in business?

- Yes
- No

### 3. How many employees do you have?

- 0-5
- 5-10
- 10-20
- More than 20

### 4. What is the average annual gross revenue of your business over the last two completed fiscal years?

- \$0 - 50,000
- \$50,001-200,000
- \$200,001-500,000
- > \$500,000



5. **Does the business hold at a business insurance policy covering at least \$1M in liability?**

- Yes  
 No

6. **DUNS Number** Contact SB Works if you do not have a DUNS. We may be able to help you obtain one.

## PART 2: Your Business

Via an attached sheet(s) of paper, please complete the following questions:

1. **Provide a brief overview of your business and its operations.**
2. **Where do you plan to be with your business in 1 year? In 5 years?** (Recommended response: 1-2 paragraphs, up to 200 words)
3. **What is your business' financial condition? How did you determine its condition? Submit any relevant materials to convey your financial viability.** (Recommended response: 1-2 paragraphs, up to 150 words)
4. **How do you and/or your business know the community you intend to serve?** (Recommended response: 1-3 paragraphs, up to 200 words)
5. **Who are the key members of your business or project team? List all participants and their roles.**



**6. How did you hear about the Small Business Challenge?**

## **PART 3: The Project**

- 1. Describe your project proposal.** Describe in some detail the business support services and/or activities you intend to undertake. How does your idea present a valid, realistic solution to the need/problem you've identified, or how it will become a better community? (Recommended response: 2-5 paragraphs, or 200-400 words)
  
- 2. Please share how your project members possesses skills and/or experience to successfully complete this project.** Include relevant qualifications for the consultants you will engage to implement the program, as well as yourself, business owners (if different) and support staff. Attach resumes and/or statements of qualifications if relevant. (Recommended response: no more than one paragraph per team member)
  
- 3. Tell us about your community—its character and its needs.** What makes it interesting? What are the significant challenges facing your business or targeted area today? What does it need most? How did you determine that? (Recommended response: 2-4 paragraphs, or 150-300 words)
  
- 4. What outcomes are expected from the project?** What will be the impact of your project? How will you measure success? (Recommended response: 2-3 paragraphs, up to 200 words)
  
- 5. What is the target area for the project?** What neighborhood or location will your project primarily serve?
  
- 6. Address of the business property or community your project will serve.**



**7. What type of site control do you have for the business property?**

**8. Who will benefit from your project?** Describe who this program will benefit. May include customers, community members, new jobs created, etc. (Recommended response: 1-2 paragraphs, up to 150 words)

**9. What is your project timeline?** Provide a detailed implementation schedule for your project.

**10. Provide an estimate of the total budget necessary to cover all reasonable costs to achieve the project's outcomes.**

**11. Provide a budget narrative.** Include a simple explanation of how you developed your budget. Typical Small Business Challenge recipients receive support ranging from \$2,000-\$6,000 with larger amounts possible for proposals with greater impact.

**12. Will your team contribute matching funds toward the expenses of the project?** If so, how much? (Include written agreements for any contributors other than the direct applicant (e.g., partner businesses)).



## PART 3: Documentation

Itemize all documents you are submitting along with your written application. While many of these are not mandatory, including them will significantly improve the competitiveness of your application. These may include some or all of the following:

- Business License
- Certificate of Good Standing
- Business Plan
- Resumes/Bios/Statements of Qualifications for all team members
- Tax Returns (no more than 2 prior tax years)
- Financial Reports (profit & loss, income statement, cash flow statements, balance sheets, annual or projected budgets, audits, etc.)
- Insurance documentation
- Quotes/Estimates for services wanting to be performed
- Letters of Agreement for matching funds
- Letters of Support
- Flyers, Brochures, other Marketing materials

