



Center for Women & Enterprise | Vermont Power Forward! Strategic Plan for Growth APPLICATION FORM

This is the application for CWE Vermont's **Power Forward! Strategic Plan for Growth** Accelerator Program. If you are selected for the 4-month accelerator program, you will participate with 11 of your peers in a 13-week strategic planning course and follow-up individual mentoring at no cost to you! This opportunity is provided by the generous Mayor's Prize, a grant from the City of Burlington & Kauffman Foundation.

Selection criteria for the program are as follows:

- ✓ Desire for **business growth**
- ✓ Drive to **succeed**
- ✓ Commitment to attend **all classes**
- ✓ Completion of **all assigned work**
- ✓ In business for at least **2 years**
- ✓ Have annual revenues of at least **\$25,000 and up to \$375,000**
- ✓ At least **one full time employee** besides the owner (*preferred, not required*)
- ✓ Preference is given to businesses located in Burlington, who do business in Burlington, and who are considering relocating to Burlington

There are no right or wrong answers to the questions below. Please answer all questions herein. The primary purpose of this application is to allow us to evaluate your readiness for this program and to identify focus areas for the course to better suit your needs. **Failure to complete all of the questions may result in denial of your application!**

PERSONAL INFORMATION

1. First & Last Name:
2. Company Name:
3. Street Address:
4. City:
5. State: Zip Code:
6. Phone Number: Email:

7. How did you hear about Power Forward! and the Center for Women & Enterprise?

Select only **one** option.

CWE Staff

SCORE

Business Development Agency (which one?)

Press Release (where)

CWE Website

SBA

VtSBDC

City of Burlington

CWE Client

Brochure/Flyer

BUSINESS INFORMATION

1. Your Role in the Business:

2. Business Address (the physical location of your business)

Street:

City:

State:

Zip Code:

URL:

Social Media Handles:

Facebook

Twitter

Instagram

Pinterest

Other(s) (please specify)

3. Did you start the business or purchase it (circle one)?

a. Date business started:

b. Date you acquired the business, if different from its launch date:

4. Please provide a brief description of your business:

5. What are your primary product/service lines (profit centers)?

Business Ownership & Management

6. What percentage of the business do you own?
7. Is your business at least 51% women owned? (Yes or No)
 - a. If yes, is your business certified as Women-Owned (WBE, WBENC, WOSB, etc.)?
8. What is the legal structure of the business?
9. How many employees do you have, apart from the owner?
 - a. Full-Time:
 - b. Part-Time:
10. Do you own or lease your own space?
11. Where are your products produced?
 - a. Co-Manufacturer (please specify firm)
 - b. In-House Production & Packaging
 - c. Co-Packer (please specify firm)

Finances

12. What was the total revenue for your business **last year** (2017)?
13. What do you anticipate your revenues to be **by the end of calendar year 2018**?
14. How much debt do you have in your business?
15. How much equity do you have in your business?
 - a. How much equity is held by investors?
16. Do you regularly review your financials? If no, why not?

17. Who keeps your books?

Goals & Challenges

18. What are the top 3 things you're most proud of about your business to-date?

19. What are the top 3 goals you have for your business this year?

20. What are the top 3 challenges you face this year?

21. What's keeping you up at night about your business?

22. Have you written a business plan?
 - b. If yes, do you review it/rely upon it?

23. What does 'growth' mean to you in your business?

24. What do you need to grow your business?

25. What do you need from the Power Forward! Program?

Submit your completed application to Ali Thomson (athomson@cweonline.org).

Alternatively, you can mail a paper application to:

Center for Women & Enterprise | Vermont
Attention: Ali Thomson
431 Pine Street, Suite 101
Burlington, VT 05401

Applications will be reviewed on a rolling basis.

If selected, every effort will be made to place you in a cohort with businesses in a similar industry to you. Upon completing & presenting your strategic plan, you will be assigned a mentor for support implementing your plan. Mentor assignment is contingent upon your completion of the program.

Cohorts to run 2018:

- **Food & Beverage** | Wednesdays, March 14 to June 6, 6:00pm to 9:00pm
- **Service** | Summer 2018
- **Product/Manufacturing** | Fall 2018