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**2023 Warren County Small Business Grant Contest Questions**

Use this sheet to plan your answers. Copy and paste answers into the [online applications here](https://www.wcedc.com/small-business-grant-contest).

**1.a. Business Description & Mission –** Describe who/what the business is (include a brief history). Please include any mission, vision and values statements. (1,500 character limit)

**1.b. Location -** Where is your business located? If you do not have a physical location, describe your plans to open in a physical commercial space (not in-home) within the next twelve months. Include your plan to do this financially as well as the proposed city, size/space need of future building, etc. \*If you do not plan to open a physical location outside of your home, please explain why. (1,000 character limit) The

**2. Products & Services -** Describe your products/services and prices. Will you be adding new products/services in the next 12 months? (1,000 character limit) The Warren Co

**3.a. Market Potential (Customers)** - Describe who is most likely to buy from you (who is your target market?) (750 character limit) The

**3.b. Competition -** Describe your competition and what sets you apart from your competitors. (750 character limit)

**4.a. Marketing -** Describe where and how you will promote your products or service (750 character limit)

formed in 1993, is an initiative of

**5.a. Operations and Management** - Describe your current staffing and management. How many employees you currently have and how you anticipate your business will grow? (750 character limit)

**5 .b. Industry & Outlook -** Describe your business industry and outlook (i.e. trends, anticipated changes, opportunities, and threats). (750 character limit) The

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**6. Financial Outlook -** Describe how you will be financially successful. (Start-ups - Include an estimate of start-up costs and a realistic cash flow projection for the first year**.) (**1,000 character limit)

**UPLOAD NEEDED:**

1. **12 MONTH CASH FLOW PROJECTION (Start-up & Existing)**
2. **2022 PROFIT & LOSS (Existing only)**

**Grant Use -** Describe how you will use the grant funds, why these funds are necessary for your business to achieve success, and the overall impact these funds will have on your business going forward (e.g. new employees, added services, additional customers, physical improvements, etc.). (1,000 character limit)

**Economic Impact -** Describe why your business is worth funding, and how receiving the grant funds would generate a positive economic impact (job creation, sales tax revenue, new/needed service, etc.) in your community and/or county. (1,500 character limit)