2023 Small Business Growth Fund (Round 1)

When small businesses succeed, everyone benefits. Join us in shifting your focus forward in 2023 by leaning into your small business dreams. In partnership with the Global Entrepreneurship Network (GEN) and with funding from Etsy and Progressive, Hello Alice is awarding small business owners between \$5,000 and \$25,000 in grants to help accelerate their growth. To be eligible, a business must have less than \$1M in annual revenue, a commitment to their customers and community, and a clear plan to use the grant funds.

Applications for Round 1 are open now through April 21, 2023 at 6PM ET. For a full list of eligibility criteria, please see the <u>Terms and Conditions</u>. Got questions? See <u>FAQs</u>.

Ideal Candidate

You are a true small business owner with passion and drive. You know exactly who you are, who you reach and serve, and the impact you have on this world. You are ready to acheive your next big goal and know **exactly** how to maximize this grant to accomplish it.

	big goal and know exactly how to maximize this grant to accomplish it.
	us who you are!
1. Wha	t is your first and last name? *
VVIII	t is your first and last name.
2.	
Wha	t is the best phone number to reach you if your application moves forward? *
3.	
Wha	t is your gender identification? *
	information enables us to improve our products and services by providing personalized
conte	ent.
_	Female
0	
0	Male
	Gender non-conforming
0	
	Prefer not to say
0	0.1
4.	Other
	t race(s) do you identify as? Select all that apply. *
	information enables us to improve our products and services by providing personalized
conte	ent.
As	ian
Bl	ack

Hispanic or Latin/a/x
Middle Eastern
Native or Indigenous
Pacific Islander
White
Multi-Racial
Prefer not to say
5.
Do you identify as LGBTQ+? *
This information enables us to improve our products and services by providing personalized content.
6.
Do you consider yourself to be an individual with a disability or disabilities? *
This information enables us to improve our products and services by providing personalized
content.
7.
Do you have any military affiliation? *
This information enables us to improve our products and services by providing personalized
content.
Active Duty
Military Family Member
Military Spouse
Veteran

None
Prefer not to say
8.
What is your age range?
9.
What was your path to business ownership?
10. What are your current sources of funding? Select all that apply
Select all that apply
Small Business Loans
Personal Savings Loans
Bootstrapping
Friends and Family
Business Credit Cards
Angel Investors
Venture Capital
Public/Private Scholarship
Grants
Crowdfunding
Other

None of the above
11.
Are you looking to raise money now?
▼
And what you do!
12.
What is the name of your business? *
13.
My business is a: *
14.
If Other, how is your business structured?
What is your business mailing address?
15.
Street address
16.
City *
17.
State *
-
10
18. Zip Code *
Zip Code
19.
What year was your business founded? *
20.
What is your 9-digit Federal Employer Identification Number (EIN)? Please enter without
any dashes (or N/A if you do not yet have one). *
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21.

What is your business's website? *
22. What is your business's Facebook page? 23.
What is your business's Instagram handle?
24
24. Please select your business industry: *
•
25. Is your business certified by any of the following?
National Minority Supplier Development Council (NMSDC)
Small Business Administration (such as 8a, WOSB or EDWOSB)
System for Awards Management (SAM)
SupplierGATEWAY Enhanced Digital Certification (EDC)
State or City Government Certifying Agency (such as local MBE, SBE, DBE
Other
None of the above
26. Do you distribute a product? *
27. If so, how is your product distributed? *
28.

	ould you describe your business? What are the products and/or services you
offer?	Max 150 words. *
L	lacksquare
4	
29.	
	ing warrant have many amplement does warra havings have?
Includ	ing yourself, how many employees does your business have? *
30.	
	percentage of your team is from a historically underrepresented group, including but
	nited to womxn, people of color, military-affiliated, persons with disabilities, or
LGBT	<u>V+; </u>
31.	
	was vour annual gross revenue for the previous calendar voor?
vvnat	was your annual gross revenue for the previous calendar year? *
	<u> </u>
32.	
	s your expected annual gross revenue for this calendar year? *
vv nat i	s your expected annual gross revenue for this calendar year:
	<u> </u>
T 041	a loom more shout wour shallonged og a small huginess
Let	s learn more about your challenges as a small business
own	er, and how we can help you:
33.	, , , , , , , , , , , , , , , , , , , ,
	you been turned down for a business loan from a traditional bank in the last 5 years?
•	will not impact your eligibility to be considered for the grant.)
0	viii not impact your engionity to be considered for the grant.)
v	Ves Control of the Co
0	es
0	Го
_	refer Not to Say
0	
	I/A - I have not applied for a traditional bank loan
34.	
What	s your top business goal in the next 5 years?
2	_ _
35.	

How	would you articulate your current business outlook?
	My business is steady and I am confident we will stay afloat.
0	My business is struggling but I am confident we will stay afloat.
0	I am unsure of whether or not my business will be able to remain open.
	I am concerned my business will go under.
36. Wha	at is the biggest obstacle or challenge that your business faces? *
V 110	The biggest obstacle of chancing that your business faces.
37. Plea	se elaborate on your biggest obstacle or challenge in two sentences or less. *
	ddition to funding, which of these resources would be the most helpful to your ness?
39.	our business and the community: y do you make a positive impact on the community through your core business? Select
	hat apply.
C	reate jobs for underserved communities
Pa	ay employees a living wage or above
O	ffer paid time off for employees
	ffer creative employee benefits
	ner creative employee centrals
In	itegrate social impact as core part of business

Utilize sustainable solutions in business operations
Support local suppliers and vendors
40.
In addition to your core business proposition, does your company do anything more for the
community? Select all that apply.
Donate funds to community causes or organizations
Donate goods and/or services to community causes or organizations
Raise awareness for a social mission
Host volunteer days of service with employees
Host community gatherings
Other
None of the above
41.
Does your business engage in sustainability practices? Select all that apply.
Offer remote work
Provide public transit commuter benefits
Reduce, reuse, recycle
Compost
Use sustainable products or packaging
Make energy-efficient upgrades

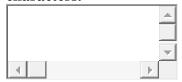
Buy carbon offsets		
Other		
None of the above		

The most important part!

This is your one opportunity to share with us everything else we need to know in order to make this funding decision. You have 300 words per question - use them! Help us understand and connect with you and your business. Read each question carefully and do your best to answer them **fully**. If you haven't done so yet, consider taking some time to watch this **Pro-Tips Workshop** to help you get started!

42.

Tell us more about you. Why did you become a small business owner? What is the origin story of your business? Please be as specific as possible. Max 300 words or 1900 characters. *



43.

If selected as a grant recipient, which of the following do you plan to use this grant primarily for? *

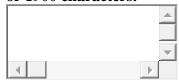
44.

Please elaborate on how you intend to use this grant funding. Be as specific as possible. Max 300 words or 1900 characters. *



45.

Tell us more about where you're headed. How would this grant accelerate your business and help you achieve your business goal/s? Please be as specific as possible. Max 300 words or 1900 characters. *



46.
How does your business connect with and support your community? Please be as specific as possible. Max 300 words or 1900 characters. *
47.
We want to hear what makes you proud of your business. What's your biggest
accomplishment to date? Max 300 words or 1900 characters. *
The final clicks
48.
Please declare if you and/or your company have any conflict of interest. Conflicts of
interests are not limited to but may include a company employee's family member being
employed by Hello Alice or a Hello Alice employee being financially invested in your
company. *
Yes
No
49.
If you selected "Yes" to conflict of interest, please explain. (If "No," please enter "N/A.") *

By clicking "Submit", I agree that I am sharing my application with Hello Alice, that Hello Alice may contact me by using the contact information above, and that I have read and agree to Hello Alice's <u>Privacy Policy</u> and this program's <u>Terms and Conditions</u>. I also understand that if I am selected as a grant recipient, I may be asked to participate in marketing activities, and that I may be contacted at a later date to share how I invested the grant and its impact on my business.

How did you hear about the 2023 Small Business Growth Fund?

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