

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 [Terms and Conditions](#). Got questions? See [FAQs](#).

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 achieve your next big goal and know **exactly** how to maximize this grant to accomplish it.

Tell us who you are!

1.

What is your first and last name? *

2.

What is the best phone number to reach you if your application moves forward? *

3.

What is your gender identification? *

This information enables us to improve our products and services by providing personalized content.

Female

Male

Gender non-conforming

Prefer not to say

Other

4.

What race(s) do you identify as? Select all that apply. *

This information enables us to improve our products and services by providing personalized content.

Asian

Black

- 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.

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 *

18.

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.

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.

How would you describe your business? What are the products and/or services you offer? Max 150 words. *

29.

Including yourself, how many employees does your business have? *

30.

What percentage of your team is from a historically underrepresented group, including but not limited to womxn, people of color, military-affiliated, persons with disabilities, or LGBTQ+? *

31.

What was your annual gross revenue for the previous calendar year? *

32.

What is your expected annual gross revenue for this calendar year? *

Let's learn more about your challenges as a small business owner, and how we can help you:

33.

Have you been turned down for a business loan from a traditional bank in the last 5 years? (This will not impact your eligibility to be considered for the grant.)

Yes

No

Prefer Not to Say

N/A - I have not applied for a traditional bank loan

34.

What is your top business goal in the next 5 years?

35.

How would you articulate your current business outlook?

- My business is steady and I am confident we will stay afloat.
- My business is struggling but I am confident we will stay afloat.
- I am unsure of whether or not my business will be able to remain open.
- I am concerned my business will go under.

36.

What is the biggest obstacle or challenge that your business faces? *

37.

Please elaborate on your biggest obstacle or challenge in two sentences or less. *

38.

In addition to funding, which of these resources would be the most helpful to your business?

Your business and the community:

39.

How do you make a positive impact on the community through your core business? Select all that apply.

- Create jobs for underserved communities
- Pay employees a living wage or above
- Offer paid time off for employees
- Offer creative employee benefits
- Integrate 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.") *

50.

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

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 [Privacy Policy](#) and this program's [Terms and Conditions](#). 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.