MICROBUSINESS/ENTREPRENURIAL SUPPORT APPLICATION

Thank you for applying for support from **HER POTENTIAL**.

Please complete this application in full. Please include a resume and a business plan and return to Elsa Erickson at Info@HerPotentialInc.org.

PROCESS AND SELECTION

The maximum scholarship amount is $1,500**. If awarded, the scholarship will be paid directly to the vendor, i.e. school, store, consultant, etc. Scholarship payments are not awarded to the individual candidate.** As you complete the application, please feel free to use additional pages if needed.

A representative from **HER POTENTIAL** will contact you to discuss your application. All applicants are required to meet with a review committee via Zoom. Please indicate your first, second, and third choice for a meeting:

___Weekday mornings ___ Weekday afternoons ___ Weekday evenings

CONTACT INFORMATION

Full Name:

Street Address:

City: State: ZIP Code:

Cell Phone: E-Mail Address:

Current monthly income:

How did you hear about the **Her Potential Program**?

PURPOSE OF SCHOLARSHIP

Amount of Request:

Please tell us how you plan to use the Award Program funding for your business if you are approved:

- ☐ Office Space
- ☐ Tools or equipment
- ☐ Other – Please explain
- ☐ Marketing
- ☐ Consulting Fees

What are your employment or career goals?

How will financial assistance from **HER POTENTIAL** support your employment or career goals?

Please describe your business, including name, website, and social media accounts.

Is this a new business? Yes ☐ No ☐

If you have a business plan, please attach it to this application. If you do not have a business plan, please answer the following questions:

If this is an existing business, please describe:

Current revenue and expenses:

Current clients:

Current marketing efforts:

If this is a new business, please describe:
How will you market and promote your business?

Please describe prospective clients:

SPECIAL SKILLS AND QUALIFICATIONS

What types of skills and/or training do you want to develop?

Summarize any special skills and qualifications you have acquired from employment, volunteer work, or through hobbies, sports, or other activities.

EMPLOYMENT HISTORY

Please summarize your employment history. **Please submit a resume**.

EDUCATION/TRAINING HISTORY

Please summarize your education history.

In what way would you consider giving back to your community if you are awarded a scholarship? A few examples of ways to give back include: volunteering or pursuing a career with a non-profit, become a donor to a non-profit, offer a presentation to a group of women that may inspire them, etc.

Name (print): Date:

Signature:

EQUAL OPPORTUNITY POLICY

HER POTENTIAL provides equal opportunities without regard to race, color, religion, national origin, gender, sexual preference, age, or disability.