

San Francisco Women's Entrepreneurship Fund APPLICATION FY 2020- 2021



What is the San Francisco Women's Entrepreneurship Fund Program?

The San Francisco Women's Entrepreneurship Fund (SFWEF) is a project of the Mission Economic Development Agency (MEDA) in partnership with the Office of Economic and Workforce Development (OEWD). The Fund provides mini-grants of up to \$5,000 to San Francisco women-owned small businesses for projects and upgrades that will have a transformative impact on the business' ability to grow. SFWEF strives to improve the small business environment for women entrepreneurs in San Francisco and strengthens the partnership between entrepreneurs and technical assistance providers.

Applicant Eligibility:

Applicants must meet eligibility requirements. As part of your application for the SFWEF grant, please review the eligibility requirements and check each box to confirm that you meet each one.

San Francisco woman-owned small business in operating full-time with at least 40% revenue in the City; Full-time is defined as 32 hours/week or at least \$25,000 business net income.

Current, active relationship with an approved technical assistance provider;

Completed 3 months with at least 8 hours of consulting with an approved technical assistance provider; and

Commitment to continue working with the technical assistance provider for at least 6 months.

Current lease with at least 12 months remaining, if applicable.

Confirm that you understand the grant is considered taxable income.

Eligible Use of Funds:

The SFWEF grant builds upon the work you have invested in your business and support projects that will have a positive impact on your business' resiliency. Eligible uses of funds should align with the action plan items described on page 4 of this application. Please check each box to confirm you've read through each eligible use.

Business operations improvements to address the negative economic impact of the pandemic: marketing, financial/accounting, new equipment and/or technology, trainings, and networking.

Visual merchandising, space improvements, and marketing: window displays, lighting, signage, layout improvements, design changes, online marketing, trade shows, other marketing and customer acquisition opportunities.

Steps to apply for a SFWEF grant:

1. Contact your approved technical assistance provider (TA provider) to request a nomination letter and their assistance with the application process. See the approved TA provider list.
2. Complete this application and gather copies of supporting documents including Business Registration Certificate, quotes, Business Financial Spreadsheet template, last tax return, etc.
3. Have your TA provider submit your application and support documents to MEDA Business Development Program Manager Edwin Rodriguez: erodriguez@medasf.org, (415) 282-3334 ext.102

4. Prepare to make a virtual Zoom presentation and answer questions (2 min introduction by your TA provider, 8 min. of presentation, and 10 min. of Q&A) to the SFWEF Review Committee. We will provide you with an outline of your talking points. Let us know if you need interpretation services.

Criteria for Determining Funding:

1. Potential for continued operations and growth due to the proposed project. The SFWEF Review Committee will look to the application and presentation to assess the clarity, potential, and compelling quality of the project's vision of growth during the pandemic.
2. Capacity and expertise of the entrepreneur - The business owner should be able to explain their industry knowledge, unique skills, leadership, and key relationships provided in the application and presentation.
3. Quality of relationship with the TA Provider - The nomination letter and presentation will describe the extent of the technical assistance provided and plans going forward. The TA provider should be able to provide their client with a well-rounded network of resources to support the applicant accomplish the action plan items.
4. Feasibility - The committee will review and discuss the details of the proposed project Action Plan.
5. Impact of the grant award on the project success- The committee will gauge the return on investment (ROI) described in the financial projections and assumptions.

Align your presentation talking points with the criteria outlined on the Pitch Evaluation form found on page 8.

How long does it take?

All eligible applicants will be invited, on a rolling basis, to pitch their project proposal to the SFWEF committee, which meets once a month online. The committee will provide feedback to all applicants who participate and make determination of fund awards within two weeks of the presentation.

For more information, please contact MEDA Business Development Program Manager Edwin Rodriguez: (415) 282-3334 ext. 102, erodriguez@medasf.org.

Applicant Information

Company Name:	DBA / Trade Name:	Owner(s) Name:
Phone:	Website:	Type of Business:
Street Address:		Unit or Suite:
City:	Zip:	Business Owner email:
Business Ownership:		Female % Male %
100% Female Owned Co-owned		
Current number of employees, including you:	Number of employees, including you, in 2 years:	Business Start Date:
Total lifetime sales since starting :	Net income last year:	Gross income last year:
		What stage is your company in?
Priority will be given to nominees who have never received a grant from the City and County of SF.		Early w/1 year of operations Expansion Established
Have you received a grant from the City of San Francisco?	Yes, I received a grant. No, I haven't received a grant.	
If you received a grant, please explain:		

Requested Items for Funding (Total grant not to exceed \$5,000):

Items Requested for Funding	Purpose	Vendor + Cost Quote	Anticipated Impact i.e. increase in sales by x%

	Total Request:		

Details about the business. (Completed by the TA provider and applicant jointly.)

Please describe the business to date.

How will you adapt your business to the new normal? How will the grant help the business grow?

Project Action Plan

The Action Plan, informed by the technical assistance received, outlines objectives and specific tasks to reach the project goals. As you and your client work toward the objectives in this plan, the business owner will continue to develop their business skills and resiliency.

Action Plan for Line Item #1: For each funding item requested, include the main goal and action item that the business owner(s), advisor, and third party (if applicable) will complete to reach the goal. Include a due date for each action item.

Action Plan for Line Item #2:

Action Plan for Line Item #3:

Action Plan for Line Item #4:

Small Business Technical Assistance Provider Role:

Participants must be nominated by a technical assistance provider to be eligible. To nominate an entrepreneur, technical assistance providers should complete the following steps:

1. Complete a nomination letter for clients who have been working with the provider for at least 3 months and at least 8 hours of business consulting.
2. Assist your client complete the SFWEF Action Plan. The Action Plan items should be excerpted from a full individual business development plan.
3. Sign the participant's application and submit it with copies of their supporting documents including Business Registration Certificate, quotes, completed Business Financials template, and copy of last year's taxes.
4. Be available to introduce the participant during the virtual pitch presentation and answer any technical assistance questions; and
5. Commit to continue working with the participant for at least 6 months if the participant receives a mini-grant.

FAQs:

Can the technical assistance provider nominate more than one entrepreneur?

Yes.

How established should the businesses be?

Businesses in operation for at least 12 months or more are eligible to participate. The business has a current lease with at least 12 months remaining, if applicable.

Is the grant funding for a specific industry?

No, we welcome all types of women-owned businesses.

Can family-owned businesses or partnerships apply?

Yes, as long as a woman has 50% ownership. The woman should not be a silent (investment only) partner. The woman would need to be active in the business decision-making process and present a pitch presentation in front of the committee.

Can trans women apply?

Yes.

Why does the review committee need to see an income statement and financial projections?

The committee analyzes the financial health of businesses to gauge the impact of the SFWEF grant on the long-term sustainability and success of the businesses.

When will the mini-grant be disbursed to grantees?

The grant will be disbursed immediately following the approval of the grant project. A check will be made to the business or business owner. Please note, the grant is considered taxable income.

What is the criteria used to evaluate the grant applications?

Applications will be evaluated based on the following criteria: [unreadable text] Priority will be given to business owners who have never received a grant from the City. The mini-grant should fund a significant portion of the proposed project or the entire project.

Is there a format for the pitch presentations?

The format is open to the applicant, but the presentation should be professional. Try to make it visual and engaging showing preparation. Please make presentation arrangements with MEDA Business Development Program Manager Edwin Rodriguez: erodriguez@medasf.org

Who will judge the applications?

We are pleased to have the following business experts on the SFWEF Review Committee:

- Beth Pride, owner of BPE Global
- Gwendolyn Wright, Business Consultant
- Holly Lung, San Francisco Office of the Assessor-Recorder
- Rhea Aguinaldo, San Francisco Office of Small Business
- Viridiana Ponce, Business Consultant
- Zenaida Merlin, owner of D'Maize Restaurant

Application Checklist:

- Completed and signed application.
- Copy of business registration and last year's business taxes.
- Quotes for items requested for funding.
- Business Financials spreadsheet template.
- Confirm that you understand the grant is considered taxable income.

We/I, Business Owner(s), of _____, assert that we/I meet the above eligibility requirements. We/I understand that this is a competitive award process and that an invitation to pitch a proposal is not a guarantee of funding. We/I also understand that, if awarded, we may be asked to provide invoices or other documentation related to our project.

Business Owner Printed Name _____ Signature _____ Date _____

Business Owner Printed Name _____ Signature _____ Date _____

We, _____, an approved technical assistance provider, do hereby affirm that the applicant meets all eligibility requirements, including having worked with us for at least 3 months and received a total of at least 8 hours of consulting.

Technical Assistance Representative Printed Name _____

Signature _____ Date _____