


Section 1 – Initial Business Information					
Business Founder First Name:			Business Founder Last Name:		
Business Name:			Business Email:		
Phone Number:			Business Zip Code		
Year Company Founded:			Current Number of Employees:		
How interested would you be in participating in a Founders First Growth Accelerator?					
<input type="checkbox"/> Not Interested <input type="checkbox"/> Somewhat Interested <input type="checkbox"/> Interested <input type="checkbox"/> Very Interested <input type="checkbox"/> Extremely Interested					
What was your company's gross annual revenue in 2021?					
<input type="checkbox"/> \$0 to \$50K	<input type="checkbox"/> \$50K to \$100K	<input type="checkbox"/> \$100K to \$250K	<input type="checkbox"/> \$250K to \$500K	<input type="checkbox"/> \$500K to \$750K	<input type="checkbox"/> \$750K to \$1M
<input type="checkbox"/> \$1M to \$1.5M	<input type="checkbox"/> \$1.5M - \$2M	<input type="checkbox"/> \$2M - \$3M	<input type="checkbox"/> \$3M - \$5M	<input type="checkbox"/> \$5M or more	
What was your company's gross annual revenue in 2020?					
<input type="checkbox"/> \$0 to \$50K	<input type="checkbox"/> \$50K to \$100K	<input type="checkbox"/> \$100K to \$250K	<input type="checkbox"/> \$250K to \$500K	<input type="checkbox"/> \$500K to \$750K	
<input type="checkbox"/> \$1M to \$1.5M	<input type="checkbox"/> \$1.5M - \$2M	<input type="checkbox"/> \$2M - \$3M	<input type="checkbox"/> \$3M - \$5M	<input type="checkbox"/> \$5M or more	
How much capital have you raised for your company so far?					
<input type="checkbox"/> Less than \$1,000	<input type="checkbox"/> \$1,000 to \$100,000	<input type="checkbox"/> \$100,001 to \$500,000	<input type="checkbox"/> \$500,001 to \$2,000,000	<input type="checkbox"/> More than \$2,000,000	
What types of capital have you raised?					
<input type="checkbox"/> Debt (example: bank loans)	<input type="checkbox"/> Equity (example: Venture Capital or Angel Investments)	<input type="checkbox"/> both	<input type="checkbox"/> other		
<small>If select Other - Present text box field</small>					
Beyond this grant, are you interested in additional funding or financing for your business?					
<input type="checkbox"/> Not interested		<input type="checkbox"/> Exploring options		<input type="checkbox"/> Interested now, please contact me	
What is your current business model?					
<input type="checkbox"/> Business-to-Business (B2B)		<input type="checkbox"/> Business-to-Consumer (B2C)		<input type="checkbox"/> Both (B2B and B2C)	
Please describe your b2b business?					

Continue application on the next page 

Section 2 – Form Submitter Information	
Are you filling this form out on behalf of someone else? If so, please provide your contact information as the Form Submitter and complete the application with the founder's information.	
<input type="checkbox"/> Yes <input type="checkbox"/> No	
Form Submitter First Name:	Form Submitter Last Name:
Form Submitter Email:	Form Submitter Phone Number:

Section 3 – Founder Information						
Age:	<input type="checkbox"/> Under 18	<input type="checkbox"/> 18-24	<input type="checkbox"/> 25-40	<input type="checkbox"/> 41 - 54	<input type="checkbox"/> 55-64	<input type="checkbox"/> Over 64
Gender:	<input type="checkbox"/> Female	<input type="checkbox"/> Male	<input type="checkbox"/> Non-Binary	<input type="checkbox"/> Prefer not to disclose		
Race:	<input type="checkbox"/> American Indian or Alaskan Native		<input type="checkbox"/> Asian	<input type="checkbox"/> Black/African American	<input type="checkbox"/> Caucasian/white	
	<input type="checkbox"/> Native Hawaiian or Pacific Islander		<input type="checkbox"/> Hispanic or Latino	<input type="checkbox"/> Two or more races	<input type="checkbox"/> Other	
Hispanic or Latinx:	<input type="checkbox"/> Yes	<input type="checkbox"/> No	LGBTQIA+	<input type="checkbox"/> Yes	<input type="checkbox"/> No	
Annual income:	<input type="checkbox"/> \$20K or less	<input type="checkbox"/> \$20k - \$35K	<input type="checkbox"/> \$35K - \$50K	<input type="checkbox"/> \$50K - \$75K	<input type="checkbox"/> \$75K - \$100K	<input type="checkbox"/> \$100K or more
Highest-level degree received:						
<input type="checkbox"/> No degree		<input type="checkbox"/> Bachelor	<input type="checkbox"/> Associate	<input type="checkbox"/> Highschool/GED	<input type="checkbox"/> Masters or higher	
Primary Household Language			<input type="checkbox"/> English	<input type="checkbox"/> Spanish	<input type="checkbox"/> Other	
How did you hear about us?						
Have you participated in other business accelerator programs? <input type="checkbox"/> Yes <input type="checkbox"/> No						
What is your role? (Select all that apply)						
<input type="checkbox"/> Founder	<input type="checkbox"/> Executive	<input type="checkbox"/> Staff Member	<input type="checkbox"/> Board Member	<input type="checkbox"/> Patron/Client	<input type="checkbox"/> Other	

Section 4 – Upload Headshot of Founder
Please provide a headshot of the founder. This does not need to be a professional headshot; however, it will be used in graphics for social posts so we suggest it be a good quality photo. Please do not upload anything with personal information (driver's license, military ID, etc.)


Sample Image



Continue application on the next page [↗](#)

Section 5 – Business Information		
Street Address		
City:	State:	Zip Code
Company Website:		
Business Industry:		
€ Agriculture, Forestry, Fishing, and Hunting	€ Mining	€ Utilities
€ Construction	€ Manufacturing	€ Wholesale Trade
€ Retail Trade	€ Transportation and Warehousing	€ Information
€ Finance and Insurance	€ Real Estate Rental and Leasing	€ Professional, Scientific, and Technical Services
€ Management of Companies and Enterprises	€ Administrative and Support and Waste Management and Remediation Support	€ Educational Services
€ Healthcare and Social Assistance	€ Arts, Entertainment, and Recreation	€ Accommodation and Food Services
€ Other Services (except Public Administration)		
Please describe your business model. For example, if you're an accounting SaaS company, you can say "My company provides software on a subscription basis to businesses to help them manage their accounting"		
Are you a certified business?	Yes	€ No
<p>If yes, please indicate which of these certifications you received?</p> <p>Certified Minority Business Enterprise Certified Women Business Enterprise Certified Disadvantaged Business Enterprise Certified Public Utility Business Enterprise 8A Certified Business Certified Disadvantaged Veteran Business Enterprise Certified LGBTQ Business Enterprise Other</p> <p>If yes, have you used business certification to obtain a contract for your business? Yes; No</p> <p>(If yes) What percentage of your annual revenue is derived from the contracts you obtained through your business certification? Less than 25%; 25% to 50%; 50% to 75%; more than 75%?</p> <p>If no, would you be interested in obtaining one or more contract certifications?</p>		

	<p>Yes, No, Not Sure</p> <p>If you have a certification, would you be interested in using it to pursue new contracts for your business?</p> <p>Yes ; No</p>
	<p>Does your business qualify for any of the below? (Check all that apply)</p>
<input type="checkbox"/>	<p>€ Military Veteran € LGBTQIA+ € Black/African American € Hispanic/Latinx € Native American</p>
<input type="checkbox"/>	<p>€ Asian € Women € Other € Low to Moderate Income Area (HUBZone)</p>

Continue application on the next page 

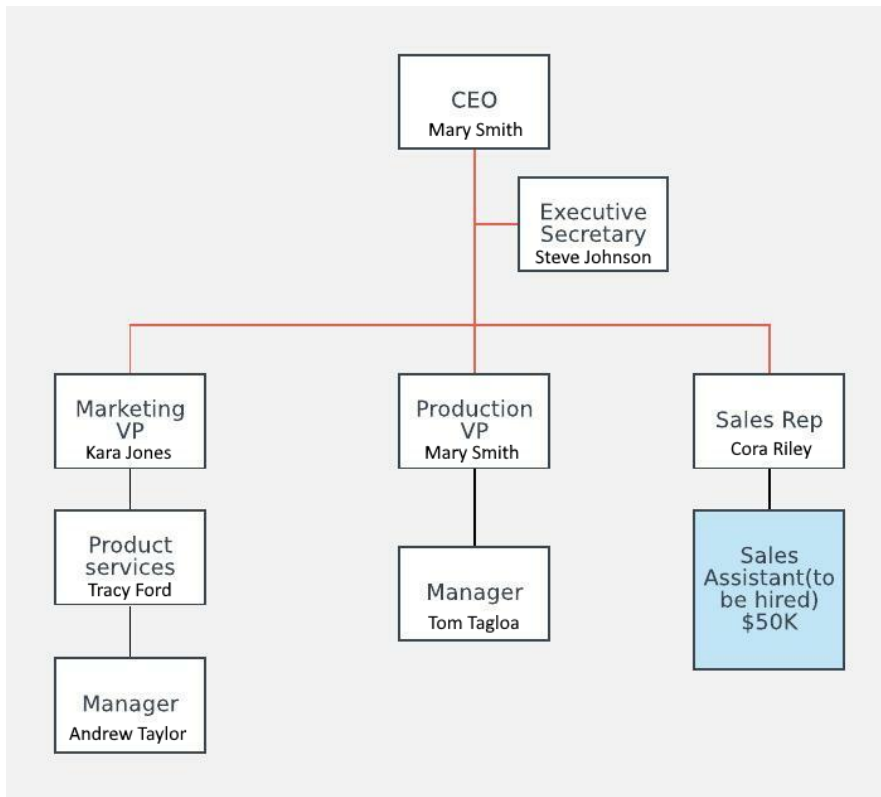
Section 5 – Employee Information


What percentage of your staff is made up of women, individuals who identify as part of the LGBTQIA+ community, active or retired military personnel, individuals with disabilities and/or people of color?	
Number of net new employees/positions to be added in the next 12 months?	
Number of net new employees/positions making annual wages of \$50,000 or more?	

Section 6 – Upload Business Organization Chart

Please upload a company organization chart. Include current positions with names and titles as well as future positions to hire with title and salary for those new jobs. Microsoft also offers instructions for creating an organization [chart here](#)

Sample Organizational Chart



Continue application on the next page 

Section 7 – Business Financials				
Is your business profitable?			€ Yes	€ No
Do you use accounting software like Quickbooks, Freshbooks, Zoho?			€ Yes	€ No
Do you have an accountant or a bookkeeper that helps prepare your financial statements?			€ Yes	€ No
What percent of your businesses' revenue do you envision in the future coming from subscriptions, retainers, auto-renewing contracts or maintenance agreements?				
€ 0%-20%	€ 20%-40%	€ 40%-60%	€ 60%-80%	€ 80%-100%
What is your company's business to business (B2B) potential?				
€ No potential		€ Very little potential		€ Some potential
€ Potential		€ Significant potential/already sell to businesses		
What funding options, if any, have you looked into to grow your business?				
€ Bank Loans € SBA Loans € Angel/ VC Investors € Other € None				

Section 8 – Upload Income Statement or Profit and Loss Statement
Upload either an Income Statement or Profit and Loss Statement for 2021 – see examples below. You can also download a template here: Income Statement Template or Profit and Loss

Sample Income Statement and Profit and Loss (P&L) Statement

Income Statement

Name _____
 Time Period _____

Financial Statements in U.S. Dollars

Revenue

Gross Sales _____
 Less: Sales Returns and Allowances _____
Net Sales _____

Cost of Goods Sold

Beginning Inventory _____
 Add: Purchases _____
 Freight-in _____
 Direct Labor _____
 Indirect Expenses _____
 Inventory Available _____
 Less: Ending Inventory _____
Cost of Goods Sold _____

Gross Profit (Loss) _____

Expenses

Advertising _____
 Amortization _____
 Bad Debts _____
 Bank Charges _____
 Charitable Contributions _____
 Commissions _____
 Contract Labor _____
 Depreciation _____
 Dues and Subscriptions _____
 Employee Benefit Programs _____
 Insurance _____
 Interest _____
 Legal and Professional Fees _____
 Licenses and Fees _____
 Miscellaneous _____
 Office Expense _____
 Payroll Taxes _____
 Postage _____
 Rent _____
 Repairs and Maintenance _____
 Supplies _____
 Telephone _____
 Travel _____
 Utilities _____
 Vehicle Expenses _____
 Wages _____

Total Expenses _____

Net Operating Income _____

Other Income

Gain (Loss) on Sale of Assets _____
 Interest Income _____

Total Other Income _____

Net Income (Loss) _____

Sample Company

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Profit and Loss (P&L) Statement
 [USD \$ millions]

	2021												
	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	Full Year
Revenue stream 1	587.0	596.3	605.8	615.4	625.2	635.1	645.2	655.4	665.8	676.4	687.1	698.0	7,692.6
Revenue stream 2	145.6	147.9	150.2	152.6	155.0	157.5	160.0	162.5	165.1	167.7	170.4	173.1	1,907.8
Returns, Refunds, Discounts	(21.0)	(21.3)	(21.7)	(22.0)	(22.4)	(22.7)	(23.1)	(23.5)	(23.8)	(24.2)	(24.6)	(25.0)	(275.3)
Total Net Revenue	711.6	722.9	734.3	746.0	757.8	769.9	782.1	794.5	807.1	819.9	832.9	846.1	9,325.0
Cost of Goods Sold	269.6	273.9	278.2	282.7	287.1	291.7	296.3	301.0	305.8	310.7	315.6	320.6	3,533.2
Gross Profit	442.0	449.0	456.1	463.3	470.7	478.2	485.7	493.5	501.3	509.2	517.3	525.5	5,791.8
Expenses													
Advertising & Promotion	18.7	19.1	19.5	19.8	20.2	20.6	21.0	21.5	21.9	22.3	22.8	23.2	250.6
Depreciation & Amortization	108.7	110.9	113.1	115.3	117.6	119.9	122.3	124.8	127.2	129.8	132.3	135.0	1,456.8
Insurance	1.1	1.1	1.1	1.2	1.2	1.2	1.2	1.3	1.3	1.3	1.3	1.4	14.7
Maintenance	5.7	5.8	5.9	6.0	6.2	6.3	6.4	6.5	6.7	6.8	6.9	7.1	76.4
Office Supplies	2.8	2.9	2.9	3.0	3.0	3.1	3.2	3.2	3.3	3.3	3.4	3.5	37.5
Rent	5.8	5.9	6.0	6.2	6.3	6.4	6.5	6.7	6.8	6.9	7.1	7.2	77.7
Salaries, Benefits & Wages	251.2	256.2	261.3	266.5	271.8	277.2	282.7	288.3	294.0	299.9	305.8	311.9	3,366.7
Telecommunication	1.5	1.5	1.6	1.6	1.6	1.7	1.7	1.7	1.8	1.8	1.8	1.9	20.1
Travel	2.3	2.3	2.4	2.4	2.5	2.5	2.6	2.6	2.7	2.7	2.8	2.9	30.8
Utilities	1.4	1.4	1.5	1.5	1.5	1.5	1.6	1.6	1.6	1.7	1.7	1.7	18.8
Other Expense 1	3.8	3.9	4.0	4.0	4.1	4.2	4.3	4.4	4.4	4.5	4.6	4.7	50.9
Other Expense 2	-	-	-	-	-	-	-	-	-	-	-	-	-
Total Expenses	403.0	411.0	419.2	427.5	436.0	444.7	453.5	462.5	471.7	481.1	490.6	500.4	5,401.1
Earnings Before Interest & Taxes	39.0	38.0	36.9	35.8	34.7	33.5	32.2	30.9	29.6	28.2	26.7	25.2	390.6
Interest Expense	2.5	2.5	2.5	2.5	2.5	2.5	2.5	2.5	2.5	2.5	2.5	2.5	30.0
Earnings Before Taxes	36.5	35.5	34.4	33.3	32.2	31.0	29.7	28.4	27.1	25.7	24.2	22.7	360.6
Income Taxes	10.9	10.6	10.3	10.0	9.7	9.3	8.9	8.5	8.1	7.7	7.3	6.8	108.2
Net Earnings	25.5	24.8	24.1	23.3	22.5	21.7	20.8	19.9	19.0	18.0	16.9	15.9	252.4

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Section 9 – Business Financials

Adjustments to business due to COVID?

- | | |
|---------------------------------------|---|
| € Increase in sales | € Changed your business model or product offering |
| € Decrease in sales | € Had to close or temporarily close |
| € Increase in number of people served | € Shifted to or grew an online presence |
| € Decrease in staff | € No impact |
| € Other | |

Please describe what makes your company unique to your industry.

Please describe a challenge you have overcome during your business journey and how you overcame the challenge.

If you become a grant finalist, you will be invited to participate in one of our award winning business accelerator programs, focused on the challenges of diverse entrepreneurs like you.

What are the most critical challenges you are facing now running your business that you think a business accelerator can help you address?

If you are awarded a grant, please provide three specific ways you would use the funds to grow your business and create jobs? (Examples could include Human Resources, operations, technology, staffing.)

Please describe the role that technology plays in your business. How do your customers benefit from this tech?

Based on the above, state your level of agreement with the following: “The Founders First mission is an important one and is something I believe in”


- € Strongly disagree € Disagree € Neither agree nor disagree € Agree € Strongly agree

Founders First business accelerators are intensive, online small group experiences designed to help founders, CEO’s and their executive teams to accelerate the growth of their business. Depending on the program, this can entail 30–50 hours of time to complete, but 87% of companies saw increased revenue in just 3–6 months following completion. If selected to an acceleration, how likely would the founder, CEO or an executive team member be to participate fully in a program like this?

- € Not at all likely € Not likely € Somewhat likely € Likely € Very Likely

Founder’s First accelerators culminate with the delivery of a timed investor pitch to experienced, industry judges who will provide invaluable feedback on your business and potential investment. If selected to an accelerator, how willing would you be to travel to give your investor pitch in person?

- € Strongly not willing € Not willing € Indifferent € Willing € Strongly willing

Continue application on the next page 

Section 10 – Upload Pitch Video

Upload a 1-3 minute pitch video that:

- Describes your company
- What your company does/who you serve
- Why you started your business
- Why you should be awarded a grant

Here are links to a few examples from past grant recipients:

- DM Electric https://www.dropbox.com/s/1lw3yppprlggd9u/IMG_2745.MOV?dl=0
- Medley <https://www.youtube.com/watch?v=bwliPecIoww>
- Topflight Apps <https://www.youtube.com/watch?v=IOTJZNgbMpE>

The video can be recorded on your cell phone and does not need to be professionally produced; however, it does need the following:

- Recorded horizontally
- Ensure privacy settings are marked public

How to upload a video you [YouTube](#)

How to change your privacy settings on [YouTube](#)