

## She Means Business Pitch Application



### Eligibility Requirements:

1. Be a woman entrepreneur operating a for-profit business in Bradford, Sullivan, Susquehanna, Tioga, or Wyoming counties in northeastern Pennsylvania.
2. Been in business for at least one year, have less than 20 employees, and be current on all taxes.
3. Demonstrate a clear and impactful use for the grant funds in their business.

### 1. Applicant Information

- **Name:** \_\_\_\_\_ **EIN:** \_\_\_\_\_
- **Business Name:** \_\_\_\_\_
- **Business Address:** \_\_\_\_\_
- **Phone:** \_\_\_\_\_ **Email:** \_\_\_\_\_
- **Year Business Started:** \_\_\_\_\_ **# of Employees:** \_\_\_\_\_
- **Website/Social media (if applicable):** \_\_\_\_\_

### 2. Business Overview (200 Words Maximum)

- Briefly describe your business and attach to this application.

### 3. Use of Funds (300 Words Maximum)

- Provide an explanation of how you would use the \$3,000 reimbursable grant to grow your business and attach to this application. Include:
  - The purpose (e.g., equipment, marketing, training, etc.)
  - How the funds will benefit your business
  - The expected outcomes (e.g., increased revenue, new customers, job creation)

### 4. Pitch Preparedness

Pitches will be presented Tuesday, April 1, 2025 in the afternoon to a panel of 3 judges. Grant winners will be notified by Friday April 4, 2025.

- If selected to compete, are you willing to present a 5-minute in-person or virtual pitch to a judging panel about your project to win the grant?
  - Yes
  - No

- If selected to compete, would you like assistance from the Small Business Development Center (SBDC) to prepare your pitch?
  - Yes
  - No

## 5. Review Criteria

Applications will be evaluated on:

1. Clarity and feasibility of the proposed use of funds.
2. Completeness and professionalism of the application.

**Submission Deadline:** Completed applications must be submitted by **March 17, 2025** to **Cynthia Traore** at [traore@northerntier.org](mailto:traore@northerntier.org)

**Those selected to go on to the next round will be notified by March 18, 2025 to prepare for pitch presentations on Tuesday April 1, 2025.**

**I hereby certify that all information provided in this document, as well as any accompanying documents, are true and complete.**

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Signature of Business Owner

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Date

**Good luck!**

**We're excited to learn about your business and how this grant can help you grow!**

Disclaimers:

*\*This is a reimbursable grant. Reimbursements will be processed upon submission of paid in full receipts. All receipts and a close out report (template provided upon grant approval) are due by Friday, May 30, 2025.*

*\*\*If any information provided by the applicant is found to be falsified, funds disseminated will need to be returned. For auditing purposes, all records will be maintained for 3 years (6/30/2028).*