



SCORE NJ Business Grant Application for Women Businesses

Application Deadline Thursday, March 30, 2023 by Noon EST.

Introducing the **SCORE NJ Business Pitch Program** for women-owned businesses including start-ups and existing businesses. The purpose of this program is to award two \$4,000 Grants to women-owned businesses or start-ups in New Jersey.

The eligibility criteria to apply are as follows:

- Your business must be in New Jersey.
- You must have registered the business or start-up with the State of New Jersey.
- Potential and existing business must be 51% woman-owned.
- ***Excluded are nonprofits and businesses related to firearms, cannabis and marijuana products, and adult entertainment.***

Applications will be evaluated on the following:

- Fully completed application with complete contact information.
- Describe your target market.
- Describe market need.
- Define the competition and how your product or service competes.
- What makes your business unique.
- Estimated ongoing Revenue Potential.
- How will the Grant be used.

To enter the program, please complete all the questions in this application, including your complete contact information. Save the document (use "Save as"). Name the PDF with your presenter's name and your company name. Select folder where you want to save it. Once saved, attach the file to your email.

Your email with the attached completed application file should be sent to:

ch.admin0024@scorevolunteer.org

The deadline for entries is Thursday, March 30, 2023 Noon EST.

Please fully complete the application on next 2 pages.



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Please provide the following information and submit with your application.

Contact information:

Must be the Pitch Contest presenter's name and current email here

Company Name: _____

Presenter's Name: _____

Address: _____ Zip Code _____

Email: _____ Phone: _____

Do you have a SCORE Mentor? Yes NO

If YES, what is the name of your SCORE Mentor? _____

Would you Like a SCORE Mentor? Yes NO **Request one at www.SCORE.org/find-mentor**

If you are selected to be a finalist, you will be assigned a SCORE Certified Mentor to help you perfect your Pitch.

Please continue to page 2



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Please provide the following information about your business:

1. What is the name of the business?

2. What is/are the product(s) or service(s) you offer? List the industry in which your product competes. (eg. Food & Beverage, Manufacturing, Retail, Professional Services, etc.)

3. How long have you been in business?

- 0 years (not launched yet) 1-3 years 4-6 years 7+ years

4. What is your New Jersey business entity?

- None LLC Sole Prop. S Corp

5. Describe your business and list the product(s) and/or service(s) you offer.

6. Describe the market need and how you have identified this need.

7. Describe your customer and why you believe they will buy or use your product(s) or service(s).

8. What is unique about your product(s) or service(s)?



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Please provide the following information about your business:

9. Define the competition and how your product(s) or service(s) offer(s) a unique solution than what is currently available in the market.

10. Estimate the ongoing Year 1 & 2 Revenue Potential, (for example my In-market sales will be about \$\$\$)

11. If you are awarded the \$4,000 grant – how do you plan to use the funding?

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All applicants will be notified by email the week of **April 24, 2023** if you have been selected to be a Finalist and are moving into the Pitch Competition.

The **Pitch** presentations will be held **virtually** during the week of **May 15, 2023**.

Questions? Please contact **ch.admin0024@scorevolunteer.org** or contact your **SCORE NJ** Certified Mentor.

**This event is brought to you by the
Lester, Muriel and Edi Fraser Women Entrepreneur Fund for SCORE NJ.**