

# Minority/Women Entrepreneur Business Assistance Program (MEBA)



## APPLICATION CHECKLIST

All items on the checklist are required to submit your application. Incomplete applications cannot be accepted.

- A.  **Application** (Including General Information, Business and Financial Information, Release Form, and Application Signature)
- B.  **Business Plan** - Must include ALL of the following information:
- Business Concept** - Describe your product(s) or service(s) and opportunities for these within your local trading area
  - Customer** - Who is your target customer (demographic, geographic and psychographic description)
  - Competition** - Competitors within your trading area, your points of differentiation
  - Industry** - Describe any regulatory issues affecting the industry
  - Management Team** - Leaders, managers, and workers - describe relevant industry experience or education
  - Marketing Strategies** - How will you promote your business and reach your target customers
  - Financial Projections** - Five years of forecasted revenues and expenditures
  - Financing** - List sources and amounts of financing
  - Cost Management** - Methods for keeping costs balanced with income
  - Staffing and Alliances** - Description of staff necessary to operate the business and methods for hiring
  - Measurable Benchmarks for Success** - Goals and milestones defined to measure success
- C.  **Resume of Owner(s) and/or Partner(s)** plus relevant management staff with industry experience
- D.  **Business Entity Documentation** (State of Florida: Fictitious Name + Advertisement; Incorporation Documents; City of Orlando Business Tax Receipt; Orange County Business Tax Receipt; PLUS others as required per the State of Florida)
- E.  **Lease Agreement or Signed Letter of Intent/Ownership or Mortgage Documentation**
- F.  **Detailed Description of Expenditures in the Categories of Funds Requested**
- Capital Equipment       Relocation/Expansion Costs
  - Rent Abatement       Marketing Assistance
- G.  **Estimate of Construction Costs, Start-up or Marketing Costs** (as applicable)
- Contractor's quotes (if requesting funds for remodeling, renovation, etc.)
  - Specification sheets for fixtures, displays, point of sale systems, security systems, or other capital improvements/investments (if proposed)
  - Detailed promotion plan (if requesting marketing assistance) and vendor quotes for projected advertising/promotion buys
- H.  **Financial Statements (for existing businesses)** - Including: Income Statement, Balance Sheet and Cash Flow Statement for three (3) years or (if in business less than one year) three (3) consecutive quarters
- I.  **Two (2) Years Federal Tax Returns - Both Business and Personal**
- J.  **Independent Contractor Agreements** (if applicable)
- K.  **Proof of minimum 10% capital or financing** (bank statements)