



MORTAR AT BOUNCE ACCELERATOR APPLICATION

Visit <https://www.bouncehub.org/apply> to submit your application. This document is to help you prepare (if necessary) before using the website.

1. Business Name
2. Street Address
 - a. Street
 - b. City
 - c. State
 - d. Zip Code
3. Neighborhood (where the business is located)
4. How did you hear about our entrepreneurship program?
5. What does (or will) your business do?
6. What is the type of industry of your business?
7. If you are in business, are you a certified business owner?
8. Is this your first business?
9. Is your business up and running?
10. If this isn't your first entrepreneurial endeavor, tell us about your previous experiences in business ownership. What were the highlights? What were your struggles? (Put N/A if this does not apply to you.)
11. Describe to us your ideal customer - the group of people to which you would sell your product or service. What age range do they fall in? Are they a part of a specific social class or belong to a neighborhood? Is your product or service race or gender specific?
12. Describe your Marketing Strategy for the business you'd like to start or grow. How will your customers hear about you? What's your plan to grow your customer base?

13. Give us your best guess on some of the costs that you'll have to start or grow your business. Where do you anticipate getting the money you need to start your business or where have you acquired it from? If you don't know, open up a new tab in your browser, and take a few minutes to do some research on the costs of your product/service.
14. If you're going to stay in business, you HAVE to make a profit. Tell us how you plan to make money, how much money you plan on making each month, and how much you'll need to make to be profitable. Is there more than one way that your business will make money?
15. What's the biggest challenge that you're facing in starting (or growing) your business? HINT: The answer here is NOT money. What other obstacles have you run into in the process of starting or growing your business?
16. Essay Question 1: Describe your competition. What makes you stand out (qualitative & quantitative)? (Please answer in at least 3-5 sentences.)
17. Essay Question 2: What are your business goals for the next 6 months? Year? 3 years? (Please answer in at least 3-5 sentences.)
18. Essay Question 3: What is your food service experience? (if applies) (Please answer in at least 3-5 sentences.)
19. Essay Question 4: Where is your food cooked/produced? Where do you sell your food? (if applies) (Please answer in at least 3-5 sentences.)