



Multicultural Catalyst Fund Micro-Grant Application - Round 1

In partnership with the Asheville Downtown Association Foundation (ADAF)

Thank you for your interest in the Multicultural Catalyst Fund Micro-Grant Program.

This round of the grant program, managed by Mountain BizWorks and in partnership with the Asheville Downtown Association Foundation (ADAF), will provide awards in the amount of \$2,500 to seven (7) startups and emerging businesses owned by people of color in the [downtown Asheville area](#). The Asheville Downtown Association will also offer a one-year membership to all qualified applicants and grant recipients. [See a full list of membership benefits here.](#)

Applications must be completed and submitted no later than 11:59 PM on Sunday, April 25. Applications submitted after the deadline or that are incomplete (i.e. missing required video) will not be considered.

If you run into any problems with the application, please check the FAQs and documentation at the grant website, <http://mountainbizworks.org/mcfg>. You can also schedule an appointment with a technical assistance provider through that site. The help desk will close at 5pm on Friday, April 23.

All applications completed and submitted before the deadline will be considered equally. There is no benefit to rushing an application. We encourage applicants to take their time to ensure a complete and well-supported request.

Before you begin:

A copy of the entire application is available here as a PDF. We recommend reviewing the application questions and preparing your responses before starting the application. (Note: you can only submit the application via this online form; these copies are just to help you prepare your responses and write content that you can copy/paste into the online form. Doing so has the added benefit of ensuring that internet glitches won't cause you to lose your application information while you're working on it).

Please make sure to review the program's Eligibility Criteria below before proceeding with an application.

To be eligible, an applicant must meet the following requirements:

- BIPOC-owned (at least 50%)
- A for-profit or social enterprise business physically located in downtown Asheville (or if a mobile business like a food truck, must do a majority of its business downtown). Please refer to the [Central Business District Map](#) for covered areas. The Central Business District/Downtown area is generally defined by I240 to the north, South Charlotte Street to the east, Short Coxe and Southside Avenue to the south, and Coxe/Asheland to the west extending west on Hilliard Avenue to Clingan Avenue.
- Limited to start-ups and early-stage businesses with annual revenues less than \$100,000
- Locally and independently owned and operated
- Must demonstrate a need and impact for funding

When you complete and submit the application, you will receive a copy of the application via email as a confirmation it was submitted.

If you run into any problems with the application, please contact Jeremiah Robinson at jeremiah@mountainbizworks.org.

We look forward to learning more about your business and assisting with your success.

Note: You must use the "back" button provided in the form in order to navigate around the form. Pressing the "back" button in your browser may result in you losing your data if you have not yet saved it.

SECTION 1: Eligibility Certifications

Please carefully read and answer the following certifications, to ensure that you are eligible to receive grant funding. You must be able to answer "yes" for all of the following certifications in this section to be eligible.

If you have questions about eligibility, or any other part of the form, FAQs and technical assistance are available at <https://mountainbizworks.org/mcfg>; a direct link to the Eligibility Criteria document can be found here.

Is the business minority-led (50% or more of the owners or directors identify as persons of color)? *

Yes

No

My business is a a for-profit or social enterprise business physically located in downtown Asheville (or if a mobile business like a food truck, does a majority of its business downtown). *

Yes

No

My business had annual revenues of less than \$100,000 last year. *

Yes

No

I understand that if I receive an award, my business name and award amount will be publicly announced, and I agree to this disclosure. All other information will be kept strictly confidential. *

Yes

No

If awarded, I agree to report on the financial conditions of the business, how the grant funds were used and the number of people impacted. *

Yes

No

I understand and agree that if I am awarded a grant, the grant funds will only be used for qualified business expenses. *

Yes

No

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SECTION 2: Individual Applicant (Authorized Representative)

Please provide us with the following information about the person who is authorized to fill out and submit this form:

Name *

First Name

Last Name

Email Address *

Phone Number *

Business Physical Address *

Street Address

Street Address Line 2

City State

Zip Code

Do you have additional business partners? *

Yes

No

Demographic Information

The following information is required for program reporting and statistical monitoring. Your response to these questions will not affect consideration of your application.

Please list all individuals with a 20% or greater ownership stake in the company. Include name, ownership percentage, and city and state of primary residence.

I.e. Jane Smith, 75%, Swannanoa, NC

How would you describe your race? *

Asian

Latino

Black or African American

Native American

Multi-Racial

White

How would you describe your gender identity? *

Female

Male

Unknown / Not Stated

Current Military Status *

Non-Veteran/Non-Military

Veteran

Service-Disabled Veteran

National Guard/Reserve

Active Duty

Unknown/Not Stated

Are you from a low income household or community? *

Yes

No

Unsure

Primary Language *

English

Spanish

Date of Birth *



Month Day Year

SECTION 3: Business Information

Note: You must use the "back" button provided in the form in order to navigate around the form. Pressing the "back" button in your browser may result in you losing your data if you have not yet saved it.

Business Stage - Please select the current stage of your business: *

Ideation/Pre-revenue: I have not started selling yet

Startup: I have started selling my product(s)/service(s)

Early stage: My revenue is increasing and I am able to keep up with the demand

Scaling up: I want to maximize capacity by condensing outputs so our profit margins and operations increase.

Mature: Have achieved a comfortable level of success and am maintaining and fine-tuning

Exiting: I want to exit by selling or closing my business or converting ownership

Business Name *

If the business doesn't have a name yet, please re-enter your name

Year Business Started (if applicable)

Example: 2017

What is the main industry that your business falls under? *

Other:

Business Description *

Please provide a brief description of your business.0/250

What does success look like for you? (ie making a profit, being able to pay yourself, being able to hire employees, being known in the community) *

Please provide links to your business social media and/or website.

Please provide links for your website and social media business profiles.

How many full-time employees do you currently have? *

Full time = 30 hrs/wk or more . {Please include all paid position including W-2 position, owner position and any contractor positions tha

What makes your business unique? What's your competitive advantage? *

How many part-time employees do you currently have? *

Part time = less than 30 hrs/wk or more . {Please include all paid position including W- 2 position, owner position and any contractor po

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SECTION 4: Funding Request

What were your Annual Gross Revenues last year? *

Please provide an estimate if the exact figure is unknown or enter 0 if a startup business.

What are the current sources of funding for your business? Check all that apply. *

- Self-funded (no outside funding used)
- Loans
- Investors
- Grants

Briefly describe your intended use of the funds. *

0/500

Submit a 60 second video from YouTube or Vimeo of you describing how \$2,500 can help your business. Applications without a video will not be reviewed. (Paste the link to your video below) *

The following link provides instructions and a video for uploading to YouTube:

<https://support.google.com/youtube/answer/57407?co=GENIE.Platform%3DDesktop&hl=en>

The following link provides instructions for uploading to Vimeo:

<https://vimeo.com/upload>

SECTION 5: Supportive Opportunities at Mountain BizWorks

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Check the top three skills/knowledge areas you would like assistance in.

- Financial management
- Marketing/Increasing access to market(s)
- Raising new capital/funding
- Business and strategic planning
- Operations management (lean principles, scaling manufacturing, etc.)
- Employment/HR
- Innovation/Research & Development
- Professional Services (Legal/Accounting/Public Relations)
- Triple-bottom-line: Improving social and environmental impact
- Trade/Industry Knowledge
- Networking

One-on-One Coaching - meet virtually or in person with a business coach (generalist) to work on aspects of the business that require knowledge and/or access to systems and solutions for implementation within a given period of time.

One-on-One Technical Assistance - meeting virtually or in person with a content-specific business coach to work side by side with you to complete a specific task or goal by a given period of time.

Industry Specific Mentor - meet once or more with a business coach who has experience and knowledge in your field of business to support your growth in knowledge about matters specific to your industry and/or sector.

Cohort/Classroom - learning over multiple sessions in a facilitated setting with a small group of new or existing entrepreneurs to collectively share knowledge and skill-building resources

Workshop - one-off group learning on specific topics relevant to your business.

Conference - register for plenary and breakout sessions at an annual or one-time conference for entrepreneurs featuring business owners at every stage of the business lifecycle.

Online Learning - engage in a live or on-demand online course.

Podcast - perpetual learning that offers perspective and insight into people, agencies, and resources for advancing personal business knowledge to apply as needed.

Reading - self-paced digesting of books, articles, reports, case studies, etc.

Preferred Learning Methods

We have found that our clients gain and exchange knowledge best in different environments. Which of the following are your preferred learning styles for attaining and applying knowledge? Check the boxes that apply and we'll do our best to accommodate.

SECTION 6: Learning Opportunities at Mountain BizWorks

Read more about the opportunities below at:

<https://www.mountainbizworks.org/events/category/workshops/list/>

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Please select any learning opportunities that you may be interested in:

Interested?

Orientation

Foundations Business Planning Course

Fundaciones Planeación de Negocios

Catalyst Cohort

Alpine Course

Scale Up

Financial Series: 1)Financial Tools, 2)QuickBooks Online

Invested Crowdfunding Course

Craft Your Commerce

Agricultural Business Coaching

Lean Relaunch

Outdoor Economy Conference/ Waypoint

Legal Clinics

Covid-19 Related Webinar