



GOVERNMENT OF GRENADA

Tel. 1-473-440-7011 Email: incubator@gov.gd Website:
www.carcip.gov.gd

SAMPLE APPLICATION FORM BUSINESS DEVELOPMENT GRANT – FOR A BUSINESS START-UP

1.0 COMPANY INFORMATION: Please tell us about your business:

NAME OF COMPANY	At Your Service, inc.
TRADE NAME IF DIFFERENT THAN COMPANY NAME	Same
COMPANY CONTACT	Harriet Helpful
MAILING ADDRESS	1234 Concierge Circle
PHYSICAL ADDRESS (Where you conduct your business activity)	Same
TELEPHONE NUMBER	473-555-6666

FAX NUMBER	473-555-6767
EMAIL ADDRESS	hhelpful@gmail.com
WEBSITE ADDRESS (If you do not have one, please write "none")	None yet
DATE OF COMPANY REGISTRATION (if you have not registered your company yet, please tell when you intend on doing so, and/or if you need assistance with this.)	6/1/15
YEAR WHICH YOUR BUSINESS BEGAN OPERATING, OR WHEN IT WILL BEGIN OPERATING	2015

2. Business Background (*briefly describe the main activity or the core services of your business, or if you are a business start-up, please describe your business model :*

An on-demand concierge service for the island. I would service individuals, small businesses, cruise ships and the area hotels and resorts.

3. a) *Financial information: If you operate an existing business, please provide the following:*

AVERAGE ANNUAL REVENUE FOR THE PAST 3 YEARS: _____

AVERAGE ANNUAL TOTAL OPERATING EXPENSE(S) FOR THE PAST 3 YEARS:

b) If you are a business start-up, please provide revenue and expense projections from your Business Plan or Start-up Activity Plan:

ANNUAL REVENUE PROJECTION(S):

**Revenue target for the
first year is \$75,000 (EC)**

ANNUAL TOTAL OPERATING EXPENSE(S) PROJECTION(S): _____

Projected
expenses are
\$30,000 (EC)

4. Project Description (briefly describe the project or start-up for which you are requesting CARCIP program funding):

I am planning to start a concierge service on the island. My services will include (there may be others) include:

1. personal transport
2. light delivery services such as perscriptions or groceries
3. courier service for parcels, legal documents, letters
4. messenger service
5. roadside assistance
6. sight-seeing tours
7. cruise ship shuttle service

(If you were to implement this project would it mean you would increase sales, increase employment or improve your business in any other way?)

(If you are a business start-up, please indicate how this project or launch would impact you or others ?)

Currently I am unemployed and earn some money doing small deliveries and some taxi service. I would use the grant funds to upgrade my vehicle and formally launch a business that would offer many more services that I believe people need.



THEY COULD BE REDUCED OR ELIMINATED (use simple bullet points for risks and ways to reduce your risk).

<u>Risk</u>	<u>Risk Reduction</u>
1. Not being able to reach customers	1. Create a Facebook and website presence
2. Not being able to reach people who are not familiar, or do not use the internet	2. a) Setting up a kiosk at the airport b) Use community billboards at all grocery stores
3. Not being able to handle phone calls or inquiries and scheduling	3. Hire a part time person to help me

From: July, 2015 To: December 2015

OR BUSINESS START-UP?

YES X

NO _____

(please attach any correspondence from the donor which outlines the terms and conditions of the grant funds being received).

My relatives have offered to invest \$5,000 (EC) in my start-up. I have a sister and a brother who are currently unemployed that would like to help me launch this business.

completing the plan table below).

COMPONENTS (<i>components are major pieces of the project or start-up. For instance, building a web-site of Facebook page. Activities are the steps that need to happen to complete the building of the Component. For example, contracting with a web designer or social media company.</i>)	DESCRIPTION (<i>please describe each Component or Activity - BRIEFLY!</i>)	RESULTS (<i>Briefly describe what the results will be when the Component or Activity is completed.</i>)	TIMELINE <i>(please fill in the dates when the activities will be started and completed)</i>
COMPONENT 1:	Develop a marketing plan.	A completed marketing plan that is ready to be implemented	90 days
Activity A	Identify a marketing professional.	Have 3 marketing consultants identified.	2 weeks
Activity B	Hire a marketing professional and begin planning.	A completed marketing plan.	60 days
Activity C			
Activity D			
Activity E			
Activity F			
COMPONENT 2:	Upgrade current vehicle	Improved, safer vehicle with more carrying capacity.	30 days
Activity A	Find a good mechanic I can trust.	Peace of mind.	2 weeks
Activity B	Complete work on the vehicle.	Improved vehicle, ready for use.	2 weeks

Activity C			
Activity D			
Activity E			
Activity F			
COMPONENT 3:	Locate an office for the business.	A "home" for my operations.	60 days
Activity A	Look in newspaper for locations.	Try to identify 3 (or more) locations.	1 week
Activity B	Contact a business realtor for help.	Interview 3 (or more) people.	1 week
Activity C	Visit locations.	Choose a location.	3 weeks
Activity D	Complete all monetary and legal transactions.	Sign lease, pay lawyer, etc.	1 week
Activity E			
Activity F			
COMPONENT 4:	Buy a computer system.	Complete computer system (computer, printer, business software, ICT connectivity) setup.	30 days

Activity A	Shop for a computer, printer, business software and internet connection.	Purchased the system.	1 week
Activity B	Look for a class about e-commerce and using the new system.	Taking computer class(es) on e-commerce and use of computer for business.	3 weeks
Activity C			
Activity D			
Activity E			
Activity F			
COMPONENT 5:	Purchase a new cell phone and cell phone plan	New mobile technology for the business.	2 weeks
Activity A	Investigate Digicel and Lime plans.	Choose a plan that will fit the business and be able to be linked to my computer.	2 weeks
Activity B			
Activity C			
Activity D			
Activity E			
Activity F			

COMPONENT 6:			
Activity A			
Activity B			
Activity C			
Activity D			
Activity E			
Activity F			

Activity C								
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In-kind dollars are calculated at a rate of \$15 (EC) for an individual's time spent on the Activity.

12. SUSTAINABILITY *(Please explain how this project or business start-up would be continued or survive after receiving funds from CARCIP.)*

Through successful marketing and e-commerce practices the business should be able to continue on the volume of revenue generated by the activities

NAME: Harriet Helpful

POSITION WITHIN THE BUSINESS: Owner and President

NAME: Joseph Hustle

POSITION WITHIN THE BUSINESS: Partner

NAME: _____

POSITION WITHIN THE BUSINESS: _____

(Please attach the Curriculum Vitae, Resume or summary of experience of the key personnel implementing the project)

I declare that, the statements in the Application Form are true and that, if successful, I will abide by the terms and conditions set by CARCIP.

Signature	
Date: 7/02/2015	Harriet Helpful

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Date received: _____

Reference number: _____

Officer Signature: _____