WISCONSIN
ECONOMIC DEVELOPMENT

Entrepreneurship Partner Grant
FY25 Round 1 - Informational Webinar

08.12.24

Webinar Overview

> This webinar will be recorded and made available on the EPG program webpage

> All questions should be submitted through the "Q&A" box

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Webinar Overview

❯ EPG Program Overview

❯ Previous EPG Awardees

❯ Application Overview

❯ Important Dates

❯ Questions

Entrepreneurship Partner Grant (EPG)

Program Overview

› Programs aimed at fostering entrepreneurial community development, enhancing capacity, providing business financing, offering technical assistance, or supporting other similar entrepreneurial initiatives

› Competitive grant program, with 2 rounds held each fiscal year

› Applicants must be a non-profit

   o This includes municipalities and governments, Tribal entities, educational institutions, and community development organizations

› 1:1 matching funds

   o Matching funds can be cash or in-kind

› Maximum award amount is $200,000

› Eligible costs include operational and implementation costs

› Performance reports are due annually

   o A Schedule of Expenditures will be required for awards over $100,000

› Programs should be around 12 months in duration

Evaluation Criteria

❯ **Project Alignment and Feasibility:**

- The extent to which the work plan is feasible including project range, duration, and impact.
- The extent to which the applicant and project collaborators may have relevant experience and historical performance in program administration including previous WEDC awards, if applicable.

❯ **Financial Viability:**

- The extent to which the project budget supports entrepreneurs compared to supporting operations as it relates to the overall intensity, duration or rigor of the project.

❯ **Outcome and Impact:**

- The extent to which the applicant demonstrates a unique position to meet community need for the target population or location.

❯ **Innovation and Sustainability:**

- The extent to which the program model can be replicated and/or sustained in other areas of Wisconsin.

❯ **Additional Considerations:**

- Presence of partnering and collaborating organizations and extent of community support.
- Use of novel and innovative approach to supporting individuals and/or companies.
- Alignment to WEDC priorities for industry sectors, local economic factors, geography, and target populations.

Previous EPG Awardees

BizStarts

Accessible Entrepreneur Trainings

Offers technical assistance programming in ASL and Spanish

Community Market

Launched a Retail Learning Lab with a storefront and café space

Entrepreneur Mindset Training

Offers Kauffmann Foundation's EM in community-based settings

Langlade County Economic Development Corporation

Partner Engagement
Partners offer one-on-one counseling services to entrepreneurs

Mentoring Groups
Quarterly meetings at rotating business locations for entrepreneurs to gather feedback on their business' strategy

Start Up Loans
Established a Revolving Loan Fund for businesses, focusing on financial accessibility for individuals with low income and low credit scores

Application Overview

Application Materials

> Legal Entity

> Chartering Document

> Applicant Information

> Ownership Information

> Project Narratives

> Budget

> Information on Legal Proceedings

> State Requests for Bid or Proposal

> Notes

- Project Roles
  - The same person can be listed under multiple roles.
  - Legal Contact is the person signing the contract not the orgs legal representation.
- Newly Implemented
  - Word limits in the Project Narratives section. There is an option to upload additional documentation if needed.
  - Expected Job Creation, Expected Job Retention, Average Wage Created and Average Wage Retained.

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Legal Entity

Legal Entity	Chartering Document	Applicant Information (EPG)	Ownership Information
Project Narratives (Entrepreneurship Partr	Budget (Entrepreneurship Partner Grant)	Information on Legal Proceedings	State Requests for Bid or Proposal
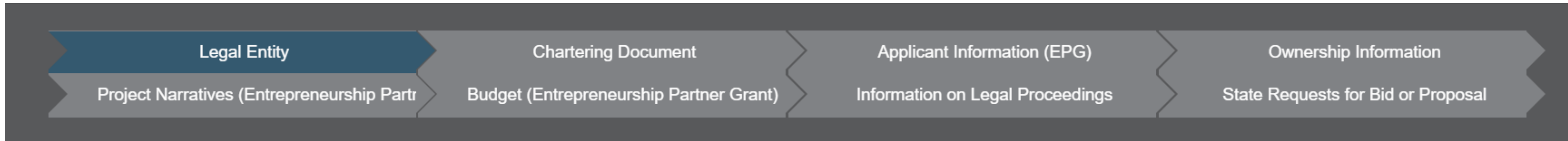
* Legal Entity Type   ⓘ

--none-- ⌄

* W-9   ⓘ   Download Blank W-9

Upload a signed copy of the entity's form W-9.

Choose File(s)

Next

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Chartering Document

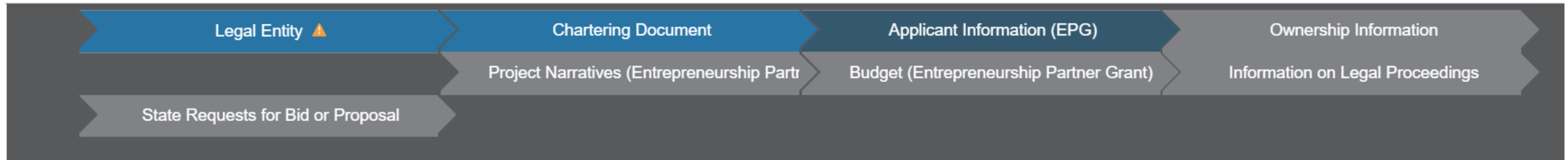| Legal Entity ⚠	Chartering Document	Applicant Information (EPG)	Ownership Information
	Project Narratives (Entrepreneurship Partr	Budget (Entrepreneurship Partner Grant)	Information on Legal Proceedings
State Requests for Bid or Proposal			
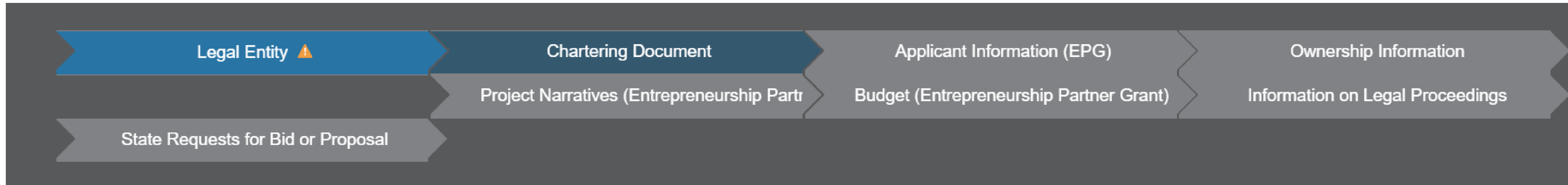
Chartering Document ⓘ

Upload a copy of the entity's chartering document (i.e., articles of incorporation/organization; governing statute; charter), if applicable.

Choose File(s)

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Application Information

Legal Entity ⚠	Chartering Document	Applicant Information (EPG)	Ownership Information
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State Requests for Bid or Proposal			

* Legal Name ℹ

* Trade Name ℹ

* Mailing Street Address ℹ

* Mailing City ℹ

* Mailing State ℹ

--none--

* Mailing Zip Code ℹ

* Mailing County ℹ

--none--

* Date Established

mm/dd/yyyy

* NAICS Code ℹ NAICS Code Lookup

* State of Organization ℹ

--none--

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Foreign Ownership ⓘ

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* Fiscal Year End Date ⓘ

* Primary Product or Service ⓘ

* Website Url ⓘ

* Phone ⓘ

* Industry ⓘ

--none--

Business Roles

* Role ⓘ	* First Name	* Last Name	* Title	* Email	* Phone	* Street	* City	* State	* Zip Code	* Country
Principal Direct ⌄										

Add Row

Continued

Project Roles

* Role ⓘ	* First Name	* Last Name	* Title	* Company	* Email	* Phone	* Street	* City	* State	* Zip Code	* Country
Project Contact ⌄											
Legal Contact ⌄											
Financial Conta ⌄											
Performance R ⌄											
Contract Signo ⌄											

Add Row

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Ownership Information

Legal Entity ⚠	Chartering Document	Applicant Information (EPG) ⚠	Ownership Information

| Project Narratives (Entrepreneurship Partner Grant) ⚠ |

| Budget (Entrepreneurship Partner Grant) | Information on Legal Proceedings | State Requests for Bid or Proposal |
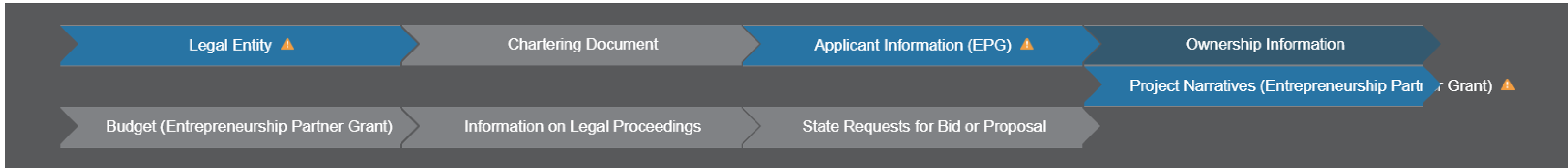
Does any entity (not an individual) own 20% or more of the applicant entity? ⓘ

☐

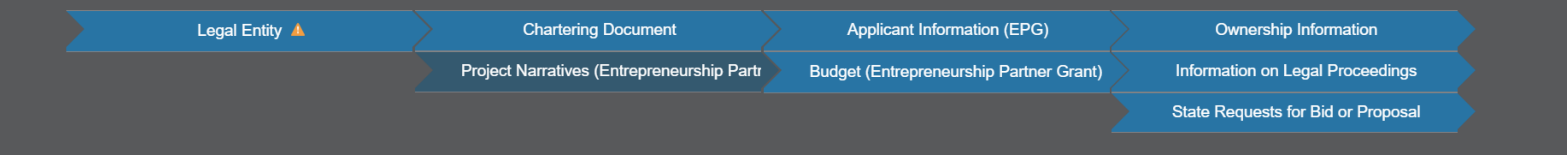Is the applicant entity part of a larger company organizational structure? ⓘ

☐

Applicant entity has individuals with 20% or more interest in the company. ⓘ

☐

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Project Narratives

Project location is the same as Mailing Address. ⓘ

☐

* Project Location ⓘ

Enter the City, Town, or Village in which the project is located.

Project Street Address ⓘ

Enter the street address at which the project is located.

* Proposed Project Start Date ⓘ

mm/dd/yyyy

* Proposed Project End Date ⓘ

mm/dd/yyyy

* Project Description ⓘ

Provide a summary statement of your project. Additional details will be provided in subsequent questions. Max length: 4000 characters or about 2 paragraphs.

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Continued

* Background and Structure of Organization ⓘ

Please describe the background and structure of your organization. Max length: 4000 characters or about 2 paragraphs.

* Project Goals ⓘ

What is the industry sector, demographic focus, or other target goal of the program? Max Length: 250 characters

* Project Manager(s) ⓘ

Please identify the program manager(s) and briefly describe their level of experience managing similar programming, or other relevant industry knowledge. Max length: 5000 characters or 2-3 paragraphs.

* Duration and timeline of the project. ⓘ

What is the anticipated duration and/or timeline of the program including any cohort or sections? Max length: 250 characters

* Number of Participants ⓘ

Please provide the total expected number of participant companies or individuals assisted by the program.

Details of Funding Provided by the Project ⓘ

Provide the amount of funding each company or individual will receive through this program and details of the associated timing and milestones, and the terms (grants, loans, investment etc.), if any.

Continued

Project Curriculum or Technical Services Offered ⓘ

Provide a detailed description of the programming, curriculum, or technical services being offered through the program. Max Length: 10,000 characters or 4-5 paragraphs.

Sustainable Operations Strategy ⓘ

Provide your strategy for sustainable operations funding. Max length: 2000 characters or about 1 paragraph

Marketing Plan ⓘ

Provide your marketing plan for attracting startups to the program. Max length: 2000 characters or about 1 paragraph.

Historical Performance ⓘ

Provide the historical performance of any similar programs operated by the organization, if applicable. Max length: 4000 characters or about 2 paragraphs

Expected Job Creation ⓘ

Number of expected jobs created as a result of the program

Expected Job Retention ⓘ

Number of expected jobs to be retained as a result of the program.

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Application/Funding Process

If applicable, provide a sample application or description of eligibility requirements for companies applying to the program; describe the application process and the criteria that will be used to (1) approve funding and (2) select the type and amount of funding to approved applicants.

Choose File(s)

* Financial Statements ⓘ

Provide the last 3 years of complete financial statements, which includes a profit and loss, balance sheet, and cash flow statement for each year, including interim financials, if applicable. If the organization has been in operation for less than three years, provide complete financial statements for as many years as it has been in operation including interim financials.

Choose File(s)

* Non-Profit Credentials

Please identify and submit the non-profit credentials of the organization. If the organization has any partnerships with for profit organizations, please describe those relationships in detail.
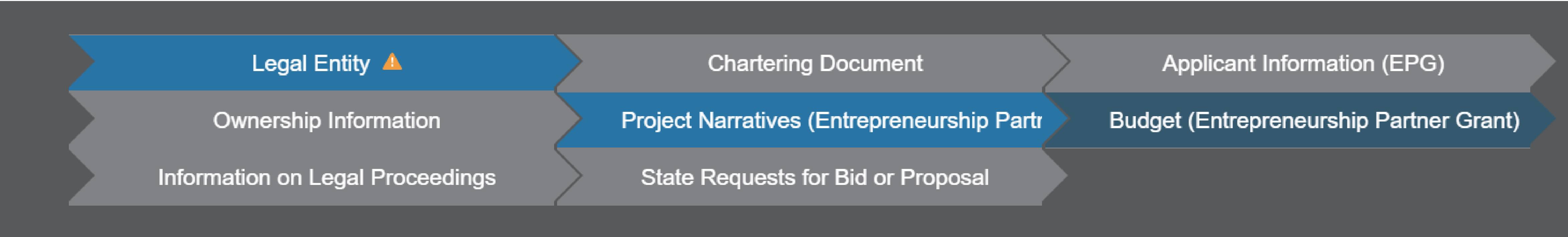
Non-Profit Credentials Upload ⓘ

Please identify and submit the non-profit credentials of the organization. If the organization has any partnerships with for profit organizations, please describe those relationships in detail.

Choose File(s)

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Budget

Legal Entity ⚠	Chartering Document	Applicant Information (EPG)
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* Budget ℹ **Download Budget**

Download and complete your budget, then upload the document.

Choose File(s)

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Application Materials - Budget

❯ Expenses/Uses of Funding

❯ Sources and Amounts of Funding

- WEDC Amount (Amount org is requesting from WEDC)
- Match Source Name
- Match Source Amount
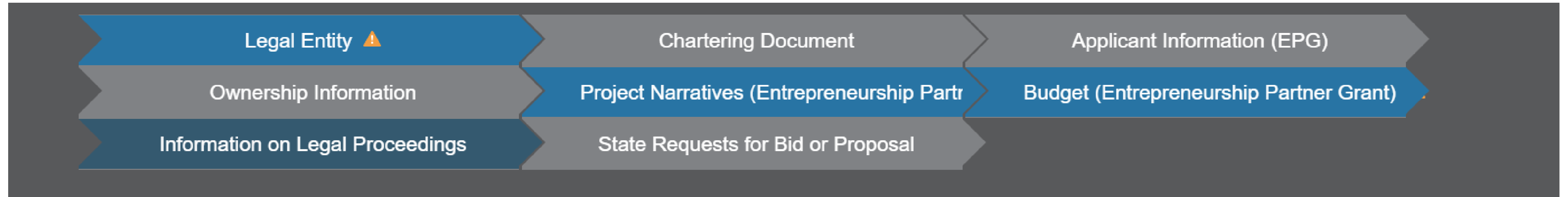- Cash or In-kind Match
- Total Budget

Application Materials – Budget Template

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EXPENSES/USES OF FUNDING	SOURCES AND AMOUNTS OF FUNDING (Match Source Amount must equal WEDC Amount in total, not within each expense line. If multiple funding sources for one expense, use multiple lines)				TOTAL
	WEDC Amount	Match Source Name	Match Source Amount	For Match, indicate cash or in-kind	
CONSULTING / THIRD-PARTY EXPENSES (any expenses paid to an external vendor directly related to the project)					
Anytime Counsulting	$ 5,000.00	Applicant Organization	$ 5,000.00	☑ Cash ☐ In-kind	$ 10,000.00
	$ -		$ -	☐ Cash ☐ In-kind	$ -
	$ -		$ -	☐ Cash ☐ In-kind	$ -
	$ -		$ -	☐ Cash ☐ In-kind	$ -
	$ -		$ -	☐ Cash ☐ In-kind	$ -
OPERATIONAL AND STAFF TIME EXPENSES (list out type of internal expense that is directly related to the project and provision of technical assistance to businesses)					
Staff time	$ 20,000.00	Applicant Organization	$25,000.00	☑ Cash ☐ In-kind	$ 45,000.00
Administration	$ 10,000.00	Applicant Organization	$10,000.00	☑ Cash ☐ In-kind	$ 20,000.00
Event	$ 5,000.00		$ 5,000.00	☑ Cash ☑ In-kind	$ 10,000.00
Volunteers	$ -	Applicant Organization	$ 5,000.00	☐ Cash ☑ In-kind	$ 5,000.00
	$ -		$ -	☐ Cash ☐ In-kind	$ -
DIRECT FUNDING TO BUSINESSES					
grants	$ 10,000.00		$ -	☐ Cash ☐ In-kind	$ 10,000.00
	$ -		$ -	☐ Cash ☐ In-kind	$ -
	$ -		$ -	☐ Cash ☐ In-kind	$ -
TOTAL	$ 50,000.00		$50,000.00	TOTAL	$ 100,000.00

ENTREPRENEURSHIP PARTNER GRANT BUDGET

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Information on Legal Proceedings

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Check the box if applicant has been involved in a lawsuit in the last 5 years. ⓘ

☐

Check the box if applicant has been involved in a bankruptcy or insolvency proceeding in last 10 years, or any such proceedings are pending. ⓘ
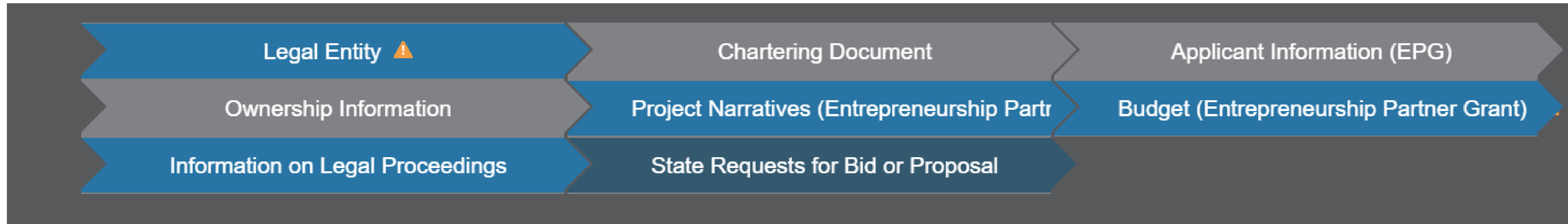
☐

Check the box if applicant has been charged with a crime, ordered to pay or otherwise comply with civil penalties imposed, or been the subject of a criminal or civil investigation in the last 5 years. ⓘ

☐

Check the box if applicant has any outstanding tax liens. ⓘ

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State Requests for Bid Proposal

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Check the box if you are aware of any State of Wisconsin request(s) for bid or request(s) for proposal to which the applicant intends to respond, or to which the applicant has recently responded. ℹ

☐

Previous   **Attestation**

How to Apply

❯ **Step 1:** Email an E&I team member with your written express to apply for the Entrepreneurship Partner Grant. Please be sure to include who the best contact is to receive the application.

❯ **Step 2:** You will receive an email notification from Network Wisconsin, inviting you to complete the EPG application.

❯ **Step 3:** Login to Network Wisconsin and complete each section and upload any required documents.

❯ **Step 4:** Submit your application!

Important Dates

Applications Open
Monday, August 12th at 8:00 am CDT

Office Hours
Session 1: Thursday, August 22nd
Session 2: Wednesday, September 4th

Applications Close
Friday, September 6th at 11:59 CDT

Questions

Contacts

❯ Ed Javier, Director of Entrepreneurship Advancement
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❯ Nichole Crust, Director of Entrepreneurship Access & Inclusion
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❯ Cat Johnson, Entrepreneurship & Innovation Specialist
   catherine.johnson@wedc.org