



2022 Next Leap Application

Contact(s) Information

1. Business name:
2. Business legal entity:
 - Corporation
 - Limited Liability Company (LLC)
 - Nonprofit
 - S Corporation
 - Sole Proprietorship
 - Unincorporated
3. Primary Contact Name:
4. Primary Contact's Title:
5. Primary Contact's Email Address:
6. Primary Contacts' Phone Number:
7. Year Founded:
8. Year operations began (If different from year founded):
9. Business Address (Address Line 1, City, State, Zip Code):
10. URL to your business' website:
11. Primary social media URL:
12. Do you participate in the Creative Business Accelerator (CBA)?
13. Please confirm that you:
 - Identify as an artist, maker, designer, craftsperson, and/or small-batch manufacturer *
 - Are a full-time business owner or aspires to be
 - Have had more than 3 or more years of business operations
 - Are located in western Pennsylvania or northern West Virginia
 - Currently are participating or willing to participate in CBA
14. To get the most out of the program we recommend the founder or a core team decision-maker per business to attend. Who from your team will that be and what is this person's role?
15. Is this person able to participate in the full 10-week program? (We recommend that you save important dates now, head over to [our website](#) for dates)

Business & Product Information

16. In one or two sentences, please describe the products or services your business provides.
17. What is your product/service's unique value proposition?
18. How do you sell your product?
 - a. *B2C-E-Commerce Platform*
 - b. *B2C- Retail Storefront*
 - c. *B2C- In-Person Markets*
 - d. *B2C- Clients*
 - e. *B2B- Wholesale/Retail*
 - f. *B2B- Other*
 - g. *Other*
19. Who is your target customer?
20. Who are your direct competitors? Please list the websites or URLs of 3 competitors and briefly explain how you are different.
21. Sample of work link. (One or more samples of past work such as video, audio, images, or photos to get a better idea of your product, please share it here).

Social Impact

22. Please tell us about the social or economic impact of your business. Do you create jobs? Are you located in a low-to-moderate-census tract area*? Are you occupying a storefront, is your supply chain local, or recycled? In 150 words or less, please explain. (To learn if you are located in low-to-moderate-census tract area visit: <https://geomap.ffiec.gov/FFIECGeocMap/GeocodeMap1.aspx>, search under "2021")

Revenue & Operations

23. What is the average price and price range of your products?
24. Other than selling goods or services, does your business make money in other ways?
25. In 2021, how much revenue did you generate?
26. Roughly, what was your business's net income for 2021?
27. In 2021, did your business have a reserve for rainy days? Y/N
28. How did Covid-19 impact your business and business model?
29. In 2020, how much revenue did you generate?
30. Roughly, what was your business's net income for 2020?
31. Where do you currently operate your business?

- a. Home
 - b. Rented Studio
 - c. Co-Working
 - d. Commercial Lease
 - e. Owned commercial building
 - f. Other
32. What is your current bookkeeping system/setup to run basic reports? Check all that applies
- a. Quickbooks
 - b. Wave
 - c. Excel spreadsheet
 - d. A part-time bookkeeper or contractor
 - e. Other
33. What tools do you use to understand your business performance/traction? Check all that applies
- a. Website traffic (e.i Google analytics)
 - b. SEO Performance
 - c. Social media analytics/data
 - d. Other

Team Information

34. Please list all founders/owners of this business. (Please indicate the person's title/role; relevant experience; and if they're full-time or part-time)
35. How many employees does your business have? List many of these employees are contract workers and specify if they work year-round or are seasonal workers.
36. List any mentors or advisors that you meet on the regular basis for business advice. (Please make sure to indicate Name, Company, and Background/Expertise)

Other

The Creative Business Accelerator (CBA) supports and invests in entrepreneurial artists, designers, makers, and craftspeople from all backgrounds that are building businesses that impact the regional economy in meaningful ways. The following questions help us track, measure, and report on our equitable and inclusive goals and efforts.

37. Is your business at least 50% minority-owned?
38. What is your current gender identity?
39. Ethnicity (Check all that apply):

40. Is your business a veteran-owned creative business?
41. What do you hope to achieve through this program?
42. What specific outcomes would you like to achieve through this program?)
43. What current challenge(s) are you facing in order to achieve your next milestone?
44. List any incubators, accelerators, business immersive experience programs, or competitions you've participated in. (Feel free to share the three most recent/relevant ones and include the year)

Outreach:

45. How did you hear about the Next Leap Program?

- www.bridgewaycapital.org
- Ascender Newsletter
- CBA Newsletter
- Facebook
- F6s
- Instagram
- LinkedIn
- Other newsletters/event calendars
- Word of mouth

46. Would you like to subscribe to the CBA email list? Y/N

47. Would you like to subscribe to the Ascender email list? Y/N

48. Additional documents:

Feel free to send us a product(s) portfolio of your work if you have it or list any links to your work, media coverage, etc. Make sure to separate multiple links with a comma.

49. **Show and tell! Is there anything else we need to learn from you?** (Examples of what to share include additional comments or links to further show your work or media coverage)