



## Doyenne Evergreen Fund Application for Review

This pdf version of the application is to help you review the questions in advance of completing the online application. We only accept submissions through our online application. We do not take applications through email or in hard copy.

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### APPLICATION PROCESS

Welcome to the Doyenne Evergreen Fund Application process. We are excited that you are interested in applying for funding. This is a multi-step process.

The first step is to complete our EF Screening Tool. This will help us determine if you are eligible to apply. If you do fit our criteria, you will be given access to the EF Application.

The application will ask more extensive questions about you, your co-founders if you have them, your business, and your growth plan. Once you start the online application, you will be able to save and return to complete your application. Please note that you will be given a link to return. Make sure you have the link emailed to you.

After you submit your application, we will conduct an internal review and then share it with our EF Investment Committee. The committee meets quarterly, so be prepared for this process to take several weeks depending upon when you submit. If you have any questions, please email: [evergreen@thedoyennegroup.com](mailto:evergreen@thedoyennegroup.com).

Thank you!

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## STEP 1: SCREENING TOOL

Thank you for your interest in applying for funding through the Doyenne Evergreen Fund. The first step in this process is to complete our screening tool. This saves all of us time by determining whether you meet the eligibility requirements for applying for funding from this program before you spend significant effort on the application.

The EF Screening Tool collects data on three elements:

- A) primary contact person
- B) owner demographics
- C) business information.

It should only take a few minutes. If the screening tool determines you are eligible to move forward, you will be granted access to the full application.

### Part A: Primary Contact

Please provide the contact information for the person who will be available to answer questions about your organization's application.

Name\*

Title\*

Email\*

Phone\*

Business Principal Office Address:\*

Mailing Address\*

### Part B: Owner Demographics

The Doyenne Evergreen Fund is specifically designed to support women and minority-led ventures. To ensure that we are fulfilling our mandate, we need to collect demographic information about the owners of the business. If you have more than one owner, there is an option to "add owner" once you complete information on the first owner.

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Is your business 51% owned by a woman and/or minority individual(s)?\*

Name

Title

Ownership %

Gender

- Female
- Male
- Gender Fluid

Ethnicity

- American Indian
- Alaska Native
- Asian or Pacific Islander
- Black or African American
- Hispanic or Latino
- White
- Other (Please specify)

Demographics

- Identifies as LGBTQ
- Veteran
- Person with Disabilities
- Other
- Choose not to answer

Age

- 18-24
- 25-35
- 36-49
- 50+

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## Time Commitment

Please indicate which best describes this owner's time commitment to the venture.

This owner works 40+ hours per week in the business.

This owner works 10-25 hours per week in the business.

This owner works less than 10 hours per week in the business.

This owner does not work in the business.

## Part C: Business Information

The Doyenne Evergreen Fund is designed to support Wisconsin-based businesses that are scalable and demonstrate innovation in their industry. We need to collect information about your venture for our tracking purposes and to determine if you meet our criteria.

Legal Business Name\*

Doing Business As (DBA) Name

Is your business registered with the Wisconsin Department of Financial Institutions (DFI)?\* *(Click the following link to get more information about Wisconsin Department of Financial Institutions: <https://www.wdfi.org/>)*

Date Incorporated\*

Please indicate your business entity type:\*

*(Doyenne does not fund sole proprietorships or general partnerships. [Click here to learn more about business entity types.](#))*

Sole Proprietorship

General Partnership

S Corporation

C Corporation

Limited Liability Company

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Non-profit

Employer Identification Number (EIN):\*

*(For more information about Employer Identification Numbers, please visit the following IRS site: [www.irs.gov](http://www.irs.gov))*

Please indicate which of the following categories best describes what your business does:\* *(Please note these were the categories offered to you when you registered your venture and applied for an EIN number.)*

Accommodations  
Construction  
Finance  
Food Service  
Health Care  
Insurance  
Manufacturing  
Real Estate  
Rental & Leasing  
Retail  
Social Assistance  
Transportation  
Warehousing  
Wholesale  
Other

Is your business registered as a WEDC Qualified New Business Venture (QNBV)?\*

*(You do not have to be formally registered as a QNBV to qualify for Doyenne funding, but we want to know if you are. Early-stage businesses developing innovative products, processes or services may be designated as QNBVs. Investments in QNBVs made by angel investors, angel investment networks and qualified venture capital funds are eligible to receive a tax credit equal to 25 percent of the amount of the equity investment through the Early-Stage Business Investment Program. For more information [visit the WEDC site.](#))*

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Does your business meet the following QNBV criteria?

Mark all applicable items:

- Headquartered in Wisconsin
- At least 51% of employees based in Wisconsin
- Have fewer than 100 employees
- In operation for 10 consecutive years or less
- Offer significant potential for increasing jobs or increasing capital investment in Wisconsin
- Have not received aggregate private equity investment in cash of more than \$10 million

Is your business scalable to a national or international market?\*

*While Doyenne supports ALL types of businesses through its programming, the Evergreen Fund is designated for those ventures that have the potential and desire to grow . Your venture does not need to be at the national level now, but should be able to demonstrate the potential and plan for getting there.*

Does your business show innovation within its industry?\*

*Innovation can mean a variety of things: unique and creative design of your product or service, addressing customers who have not been served before, or new operating that create efficiencies.*

Can you demonstrate how Doyenne funding will benefit the venture beyond paying for administrative costs (i.e., salaries, rent, etc.)?\*

*Please note: in the formal application entrepreneurs will be expected to provide a proposed budget for how you will use the dollars, whether you are applying for a \$5,000 grant or a \$50,000 loan.*

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Do you agree to participate in the Doyenne Accelerator Program if awarded funding through the Doyenne Evergreen Fund?\*

*The Doyenne Accelerator is a year-long program for those entrepreneurs who receive Doyenne funding for their ventures. We know that financial support is only ONE of many types of assistance entrepreneurs need. Our Accelerator is designed to help entrepreneurs build their skills, expand their professional network, and gain visibility - all of which contribute to the success of the venture. Our Accelerator is very manageable for the entrepreneur, with a minimum requirement of only one commitment per quarter.*

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## Step 2: APPLICATION

Congratulations! You have been approved to move forward with the application process. We have pulled forward all the information you provided in the screening tool so you will not have to enter that again.

This application includes the following sections:

- 1) General Business Information
- 2) Funding Goals
- 3) Business Model and Growth Plan
- 4) Supplemental Attachments (Business Overview, Pitch Deck)
- 5) Terms of Service

### PART 1: GENERAL BUSINESS INFORMATION

Please note: If you are applying for loan and/or equity financing, you will be asked to provide additional information and materials later in the process.

Employer Identification Number (EIN):\*

What type of agreement do you have in place?

- Operating Agreement
- Shareholder Agreement
- Partnership Agreement
- Do not have an agreement in place

How many current part- and full-time employees, including yourself, work in the business?

- None
- 1-4
- 5-9
- 10-24
- 25+

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## Social Media

Website  
Facebook  
LinkedIn  
Instagram  
Twitter

## PART 2: FUNDING GOALS

### Past Funding

What dollars have you received in previous rounds of funding, if any? Please provide information on each funding sources including: personal funds contributed by owners, grants, loans, investments from others, and crowd funding dollars (e.g. Kickstarter).

Name of Funder

Funding Type

Bank Loan  
Personal Loan  
Equity Investment  
Gift from Individual  
Corporate Sponsorship  
Grant  
Crowd Funding Campaign (e.g., Kickstarter, ifundwomen, GoFundMe, etc.)  
Founder's Personal Dollars  
Other

Funding Amount

Earmarked Dollars?

If dollars can only be used towards certain aspects of business (ie: Aunt Josie gave \$50,000 to be used for office rental)

### Current Funding Goals

We would like to know what your total funding goals are at this point in time and what types funding sources you are approaching. This helps us understand the context in which Doyenne dollars will be used and also identify potential ways we could help connect applicants with other sources as appropriate.

Total Funding Goal -- Current

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How much money are you attempting to raise at this time?

Are you currently seeking funding from sources other than Doyenne?

*Please note that Doyenne typically will not commit more than \$50,000 to any single entity. If your overall funding goal is greater than \$50,000, you will need to identify additional funding sources.*

## **Doyenne Funding Request**

Funding Amount

How much funding are you seeking from Doyenne (total dollars requested)?

*Please note: Doyenne generally restricts the total funding for one business to \$50,000, unless special circumstances warrant a larger investment.*

Funding Type

What types of Doyenne funding are you seeking with this application?

Business Grant (\$5000)

Business Loan (\$10,000 to \$50,000)

Equity Investment (\$25,000 to \$50,000)

Minimum Funding Requirement

If you are not awarded your full request, what is the minimum amount of funding you would need to move forward with your current business strategy? (For example, you may be requesting \$50K, but you have a plan for moving forward if you only receive \$25K.)

Use of Doyenne Funding

How will you use the Doyenne funding? How will these funds transform your business or help you reach the next level? Please provide specifics. For example, if you are using funds for marketing purposes, please breakdown specifically how you will use the dollars.

## **PART 3: BUSINESS MODEL & GROWTH**

In this section, we will ask specific questions about your venture, including the following:

- what is the problem you are trying to solve
- for whom are you trying to solve it
- what is your solution
- who are your competitors and how are you better

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- how will you make money
- what are your revenue streams and cost structure
- what have you accomplished to date
- what is your growth plan and timeline
- what factors are critical to your success
- what are the biggest risks

You will have an opportunity to attach supporting materials at the end.

## Business Status\*

Please indicate which of the following best describes the status of your business today?

I am evaluating a business idea for viability

I launched my business but have not made any sales yet

I am running my business and started making sales within the last 12 months

I have been running my business and making sales for more than 12 months

## Problem / Opportunity\*

What problem and/or opportunity does your business address? Please clearly describe the customer need or pain point. Do not describe your solution here. It is important to articulate the problem first. (Max of 250 words.)

## Market\*

Who is your initial or primary target market (who are you specifically trying to sell to; who is your paying customer and/or end user)? How large is that market (people and dollars)? What percentage of the market do you hope to reach? (Max of 250 words.)

## What is your product or service?\*

What is your product/service and how does it solve the customer's problem / meet the customer's needs? (features, tools) (Max of 250 words.)

## Competition\*

Who are your competitors? How is your product/service innovative and better than current solutions? (Max of 250 words.)

## Revenue\*

How will/do you make money? What are your revenue stream(s)? (Max of 250 words.)

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## Costs\*

What is your cost structure? What are the major expenses for your business? (Max of 250 words.)

## Accomplishments\*

What traction or success have you had so far? What have you been able to accomplish? You can include here things like: research on your potential customers, product development, pilot or beta testing of your products/services, customers acquired, etc. (Max of 250 words.)

## Growth Strategy\*

What is your strategy and timeline for growing the business? What is your approach to building/growing your venture? What plan have you developed? What is the timeline for major milestones you have identified? (Max of 250 words.)

## Factors for Success\*

What are the critical success factors for achieving growth? What MUST happen to make sure you grow? (Max of 250 words.)

## Risks\*

What are the biggest risks for growth? (Max of 250 words.)

## Supplemental Attachments

You are welcome to submit supplemental materials if you have them at this time. Please note: If you are applying for loans and/or equity investment, you will be required to provide additional information and materials later in the selection process.

## Business Overview Summary

If you have a business summary that you think would be helpful, please upload it here. This is not required nor does it replace answering the specific questions in this application. It is strictly supplemental.

## Pitch Deck

You are welcome to upload your pitch deck if you have one. This is not required at this point in the process, but will be later if you have requested equity investment dollars.