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Doyenne Evergreen Fund Application for Review

This pdf version of the screener tool and 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.

APPLICATION PROCESS OVERVIEW

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: doyenneevergreenfund@thedoyennegroup.com.

Thank you!

Amy

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STEP 1: SCREENER TOOL 2018

Thank you for your interest in applying for funding through the Doyenne Evergreen Fund (EF). 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:

- 1) primary contact person,
- 2) business information, and
- 3) screening criteria.

It should only take a few minutes. If the screening tool determines your business is eligible to move forward, you will receive an email with a link to the full application. If we determine that your business does not meet the criteria for these dollars, you will receive an email indicating this with more information about Doyenne.

SCREENING TOOL PART 1: PRIMARY CONTACT INFO

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

- Primary Contact Name:
- Primary Contact Business Title:
- Primary Contact Email:
- Primary Contact Phone
- Are you currently a Doyenne member?

SCREENING TOOL PART 2: BUSINESS INFORMATION

- Legal Business Name:
- Zip Code of Principle Business Office:
- Is your business registered with the Wisconsin Department of Financial Institutions (DFI)?
 - Your business must be registered with DFI to be eligible for Evergreen Fund dollars. Click the following link to get more information about Wisconsin Department of Financial Institutions: <https://www.wdfi.org/>

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BUSINESS ENTITY TYPE

Please note: Doyenne does not fund sole proprietorships, general partnerships or non-profits. We can work with you to transition from a sole proprietorship if you otherwise qualify for Doyenne funding. [Click here to learn more about business entity types.](#)

- Is your business a non-profit?
- Is your business a general partnership?
- Please indicate your business entity type:
 - Sole Proprietorship
 - S Corporation
 - C Corporation
 - Limited Liability Corporation
 - None of the Above
- What year was your business incorporated?
- Employer Identification Number (EIN):
 - For more information about Employer Identification Numbers, please visit the following IRS [site](#).
- How many founders does the business have?
 - One Founder
 - 2 Co-founders
 - 3 Co-founders
 - 4+ Co-founders

SCREENING TOOL PART 3: SCREENING CRITERIA

The Doyenne Evergreen Fund is designed to support Wisconsin-based businesses that are women and/or minority led, 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.

- Is your business 51% owned by a woman and/or minority individual(s)?*
Note: If you are approved to move forward in the application process, we will ask more detailed information about the owners of the business.
- Does your business meet the following 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

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- Have not received aggregate private equity investment in cash of more than \$10 million
- Is your business scalable to a national or international market?
Note: 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?
Note: 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.
- Do you agree to participate in the Doyenne Accelerator Program if awarded funding through the Doyenne Evergreen Fund?
Note: 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. [Click here to download an overview of the Doyenne Accelerator program.](#)

SCREENING TOOL RESULTS

EVERGREEN FUND SCREENING TOOL - DENIED

Thank you for your interest in receiving funding from the Doyenne Evergreen Fund. The dollars in the Evergreen Fund are specifically set aside to help women and people of color grow their ventures to a regional and/or national scale.

Based on your responses to the screening tool, your business does not qualify for funding at this time. If you have questions about this, please review the criteria again and feel free to contact us: amy@thedoyennegroup.com. We know that things can change pretty quickly during the process of building a venture, so you do have the opportunity to re-apply in 6 months if this happens.

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EVERGREEN FUND SCREENING TOOL - APPROVED

Congratulations!

Based on your answers to our screener, you have been approved to move forward with the Evergreen Fund application process. You will see a link below that will connect you to the Evergreen Fund Application.

STEP 2: EVERGREEN FUND APPLICATION 2018

The application includes the following sections:

- 1) Contact information
- 2) Owner Demographics
- 3) Business Information
- 4) Funding Goals & Sources
- 5) Business Model and Growth Plan
- 6) Supplemental Attachments (Business Overview, Pitch Deck)
- 7) Terms of Service

APPLICATION PART 1: CONTACT INFORMATION

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

- Primary Contact Name
- Primary Contact Business Title
- Primary Contact Email
- Primary Contact Phone
- Are you a Doyenne member?
- Are you on the Doyenne mailing list?
- Legal Name of Business
- Other Names for Business (DBA)
- Business Website
- Business Principal Office Address
- Mailing Address

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APPLICATION PART 2: 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, you will be asked for additional owner information once you complete information on the first owner.

- Is your business 51% owned by a woman and/or minority individual(s)?
- Name of First Owner
- Business Title for First Owner
- Ownership % of First Owner
- Gender of First Owner
 - Female
 - Male
 - Gender Fluid
- Ethnicity of First Owner. Check all that apply:
 - American Indian
 - Alaska Native
 - Asian or Pacific Islander
 - Black or African American
 - Hispanic or Latino
- Additional Demographic Info of First Owner. Check all that apply:
 - Identifies as LGBTQ
 - Veteran
 - Person with Disabilities
 - Choose not to answer
- Age of First Owner
 - 18-24
 - 25-35
 - 36-49
 - 50+
- Time Commitment of First Owner.
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.

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- Would you like to add a second/third/fourth/fifth owner?
(You will repeat the owner demographics if you select “yes” for this option)

APPLICATION PART 3: 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.

- Please indicate your business entity type:
Please note: Doyenne does not fund sole proprietorships, general partnerships or non-profits. We can work with you to transition from a sole proprietorship if you otherwise qualify for Doyenne funding. [Click here to learn more about business entity types.](#)
 - Sole Proprietorship
 - S Corporation
 - C Corporation
 - Limited Liability Corporation
- What year was your business incorporated?
- Employer Identification Number (EIN):
For more information about Employer Identification Numbers, please visit the following IRS site: 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
- How many current part- and full-time employees, including yourself, work in the business?
 - None
 - 1-4
 - 5-9
 - 10-24
 - 25+
- What type of agreement do you have in place with your cofounders?
 - Operating Agreement
 - Shareholder Agreement
 - Partnership Agreement
 - Do not have an agreement in place
 - Not applicable to my business
- How much revenue did your business generate last year?
- Did you generate a profit last year?

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APPLICATION PART 4: FUNDING GOALS & SOURCES

We need to gather information about your funding goals and sources. This section of the application has three parts:

- A) Summary of Past Funding Sources
- B) Current Funding Request from Doyenne
- C) Additional Sources of Funds in Current Raise, if applicable

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.

Summary of Past Funding Sources

In this section, we would like to know about funding you have already secured for your business in the past. You will be asked about your current funding efforts later in the application.

- Summary of Funding Sources to Date -- Dollars Previously Secured. Check all that apply.
 - Personal Funds Contributed by Owner(s)
 - Grants
 - Gift from Family, Friends, or Colleagues
 - Loan from Family, Friends, or Colleagues
 - Loan from Financial Institutions
- Name of First Funding Source - Previously Secured
- Type of First Funding Source - Previously Secured
 - Founder's Personal Dollars
 - Grants
 - Gift from Family, Friends, or Colleagues
 - Loan from Family, Friends, or Colleagues
 - Loan from Financial Institutions
- Dollar Amount of First Funding Source - Previously Secured
- Do you have a second/third/fourth/fifth funding source to add?
(You will repeat the past funding information if you select "yes" for this option)
- Do you have additional funding sources to add?
- Please summarize any additional funding sources beyond first FIVE.
Name of Funders, Funding Type, Funding Amount, Funding Earmarked Dollars (yes or no)

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Current Funding Goals and Request from Doyenne

We would like to know what your total funding goals are at this point in time and what types of 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.

- How much money are you trying to raise at this point in time, including Doyenne dollars?
- How much money are you seeking from Doyenne?

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.

- Are you applying for a \$5,000 Doyenne grant?

Please note: If you are seeking a \$5K grant, you cannot apply for a loan or equity investment at the same time. You may apply for loan and equity funding at a future date if you determine it is appropriate.

- Yes, I am applying for a \$5K grant
- No, I am applying for a loan and/or equity investment

- Please indicate what the type of funding you are applying for today.

Please note: If you are applying for a loan and/or equity investment, you cannot also apply for a grant. The maximum Doyenne will fund any given business is \$50,000.

- Business Loan (\$10,000 to \$50,000)
- Equity Investment (\$25,000 to \$50,000)

- Business Loan Amount

Please be aware that subsequent documents will be required for future steps of securing a business loan.

- Equity Investment Amount

Please be aware that you will likely be required to make a short presentation to the fund selection committee.

- Are you currently seeking funding from sources other than Doyenne?

Please note that Doyenne 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.

Additional Funding Sources in Current Raise

We would like to know what additional sources of funding you are seeking beyond Doyenne dollars.

- Type of Additional Sources of Funds (Non-Doyenne) - Source #1
- Dollar Amount of Additional Sources of Funds (Non-Doyenne) - Source #1
- Status of Additional Sources of Funds (Non-Doyenne) - Source #1
- Do you have a second non-Doyenne funding source to add?

(You will repeat the additional sources of funds information if you select “yes” for this option)

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- Funding Sources (Non-Doyenne) beyond first FIVE
Funding Type, Funding Amount, Funding Status

APPLICATION PART 5: BUSINESS MODEL & GROWTH STRATEGY

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

- 1) What is the problem/opportunity you are trying to address?
- 2) Who is your initial/primary target market?
- 3) What is your solution (product/service)?
- 4) Who are your competitors?
- 5) How are you innovative?
- 6) What are your revenue streams?
- 7) What are your major expenses?
- 8) What have you been able to accomplish to date?
- 9) How do you envision scaling your business to a national level?
- 10) What are the major milestones you want to hit in the next 12 months?
- 11) How specifically will you use the Doyenne dollars to help take your venture to the next level?

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

- Which of the following best describes the current status of your business?
 - 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.
- 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 1,000 characters).
- Describe your initial or primary target 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 1,000 characters).
- 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)? What value does it bring to the customer - how is their life better? (Max of 1,000 characters).
- What are your competitors?
You can indicate specific businesses and/or categories of competitors depending on what is appropriate for your business. (Max of 1,000 characters).

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- How is your business innovative?

Please describe in specific terms how your business is innovative within your field. This could be offering innovative products, bringing products to customers that have not had access previously, and/or building backend processes that allow you to build product or provide services faster, cheaper or of better quality. (Max of 1,000 characters).

- What are your revenue streams?

How will/do you make money? What are your revenue stream(s)? (Max of 1,000 characters).

- What are your major expenses?

What is your cost structure? What are the major expenses for your business? (Max of 1,000 characters).

- What have you been able to accomplish to date?

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. your cost structure? (Max of 1,000 characters).

- How do you envision scaling your business to a national level?

These Doyenne dollars are for businesses that have the potential and intention to scale to a national level. While you don't have to be there yet, we would like to understand your current strategy for growing. (Max of 1,000 characters).

- What are your milestones for the next 12 months?

Please indicate what you are hoping to achieve in the next 12 months. This should NOT be a task list. It should be specifying the 3-5 bigger things that need to happen for your business to advance. Think of your mission-critical priorities. (Max of 1,000 characters).

- How will you specifically use the Doyenne dollars to help take your business to the next level?

How will you use the Doyenne funding? How do they relate to the major milestones you identified previously. 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. (Max of 1,000 characters).

- Proposed 2-year Budget

If you are applying for a loan and/or equity investment, please provide a 2 year budget for use of funding projections. [You can refer to Projections Spreadsheet provided by WWBIC](#) Maximum File Size is 32MB.

SUPPLEMENTAL MATERIALS

In this section, you are able to submit three types of supplemental materials:

- 1) Founder Resume(s) - required
- 2) Executive Summary - optional at this time
- 3) Pitch Deck - optional at this time