Company Name

**Business Proposal & Funding Request**

**NHVR Self-Employment Development Program, Tier I**

Principal(s) Name

Street Address

Town, NH #####

(603) ###-####

www.XXXXXXXXXX.com

email@XXX.com

Summary of Self-Employment Business

*A concise objective one paragraph statement summarizing the proposed self-employment (SE) business venture which answers:* (a) *Who is proposing* (b) *How much funding is requested, for what purpose and to what benefit?* (c) *What is the business being proposed* (d) *How much will the proposed venture accommodate the nature of disability?* and (e) *What specific income and quality of life objectives will be met as a result of launching this venture?*

Professional Profile

Personal Experience and Factors Supporting Success: *What experience does the principal have within the proposed self-employment industry?*

Potential Limitations to Success: *What are the limitations caused by the principal’s disability and how will self-employment help them overcome those limitations?*

Skills and Aptitudes Supporting Success: *What additional skills has the principal demonstrated that support his/her ability to maintain a business venture (i.e. sales, bookkeeping, administration, etc.)?*

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   3. 5 Steps to Successful Self-Employment
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   5. Tier 1 S/E Project Tracking Agreement
   6. Business Readiness Check-List
   7. 12 Month Financial Forecasting Worksheet

*(Examples of additional supporting documents…)*

Marketing Materials (Website Screenshots, Business Cards, Brochure, Ads, etc.)

Sample Customer Contract and/or Sales Order Form

Sales Order Commitments

Letters of Recommendation and/or Testimonials

Certifications, Licenses, and/or Other Credentials

Other Income Sources

1. Description of the Business

*Description of proposed self-employment business detailing products/services being sold, target market, and basis for success.*

* + Product or service being sold | *What are the products and/or services being sold under the proposed business venture?*
  + Equipment and supply needs | *What equipment and supplies are necessary to support the business options? Which of these items will be purchased using the proposed NHVR funding request and which will be personal contributions made/currently used by the principal?*
  + Facility / Other requirements | *Where will the business operate from? Are there any associated costs/requirements for operating from this location?*
  + Hours of operation | *Are there any set business hours of operation for the venture? If not, please explain why they are not necessary.*
  + Equipment maintenance / support needs | *Is there any equipment maintenance requirements? If yes, who will perform maintenance activities?*
  + Insurance, Licensing, Permits | *Are there any insurance, licensing, permits or other types of certifications required to start the venture and/or be maintained over time? If so, explain how they are being addressed short-term and long-term.*
  + Seasonal operational needs | *Are there any seasonal/variable factors impacting operations, such as part-time help, sub-contracting, etc.?*

2. Basis for Self-Employment versus Employment

*Explain reasons for wanting to establish a self-employment business and factors for success such as skills, experience, and capacity to work.*

* Factors for choosing self-employment vs. traditional employment | *What is the nature of the principal’s disability and what are the limitations it creates in the pursuit of traditional employment?*
* Capacity to fulfill self-employment requirements | *Provide evidence that the principal has demonstrated the skills, experience, and knowledge congruent with the proposed venture and has the capacity to perform the vocational activities introduced and attain the desire income.*
* Evidence that the nature of disability and quality of life will not be compromised and/or will be enhanced through self-employment pursuits | *Provide evidence that the principal has the ability to successfully perform within the limitation of his/her disability and that quality of life will not be compromised.*
* Final score for 5 Steps, Step 1, Self-Assessment | *Refer to the 5 Steps to Self-Employment exercises, Step 1, and add the total score obtained when completing this section along with a brief description of how this score supports the principal in becoming productively self-employed.*

3. Skills and Aptitude for Proposed Self-Employment Business

*The proposed venture is ideally suited to facilitate and make use of [Principal]’s experience, knowledge, skills and capacity.*

* Personal and/or work experience | *What personal and/or related work experience does the principal have that supports the proposed self-employment venture?*
* Past experience and interests | *What past life experiences and/or demonstrated interests by the principal contribute to succeeding in the self-employment venture being proposed?*
* Educational background | *How does the principal’s educational background support the progress of the proposed venture?*
* Specialized training, skills, knowledge, and/or interest | *Does the principal possess specialized training, skills, and/or knowledge that support the self-employment venture?*

4. Market Need Addressed

*A concise and comprehensive summary of the target market and the need for proposed product/service offerings.*

* Industry | *Provide data and trends about the industry that the venture will be operating within.*
* Target market | *Provide details about the target market audience that will be served including the overall size, demographics, socioeconomic factors and perceived needs and how the principal will address these characteristics to achieve their vocational objectives.*
* Competition | *Describe 3-5 competitors including what they offer, how long they’ve been in business, their marketing and pricing strategies and other factors relative to why they are succeeding or not.*
* Market Differentiators | *Based on the prior competitive factors, introduce how the principal will differentiate offerings to effectively compete.*
* Factors affecting market demand | *What factors may cause demand to shift over time, such as the economy, technology, and seasonal changes? How might these changes affect the principal’s ability to meet their income and quality of life goals?*
* Sustainability Factors | *Explain how the perceived market need and demand will continue over time.*

5. Pricing and Profitability

*Describe pricing strategies and how they will support profitability over time.*

* Pricing strategy | *Introduce how each product/service being offered will be priced including the selling price, variable costs, fixed expenses and profit margin.*
* Pricing strategy compared to competition | *Compare the above pricing strategy against what competitors are doing to indicate how the principal will attain profitability and sustainability.*
* Breakeven | *Referencing the Financial Projections, state the breakeven level and how it will be productively met over time to support profitable operations.*
* Projected profits relative to income goals | *Referencing the Financial Projections, state the minimum monthly revenue required to attain the desired income goal.* *Given above pricing, competition and breakeven factors, explain how the desired monthly net income goals will be achieved based on projected revenue and profits.*
* Venture Sustainability | *How is the proposed pricing and profitability projected to be sustained over time while also ensuring the principal’s quality of life?*

6. Marketing and Business Development Strategy

*Introduce what marketing and business development (sales) strategies are to be utilized to achieve income and quality of life objectives.*

* Branding | *Describe the branding strategy for the venture including how the principal’s beliefes and values will be conveyed through marketing design elements, such as the company logo, font choices, colors, tag line, messaging style, etc.*
* Marketing collateral (materials) | *What marketing materials will be used to promote products/services (i.e. brochures, flyers, business cards, signage and promotional items, such as pens, t-shirts, coffee cups, etc.)?*
* Digital marketing | *What online/digital marketing techniques will be used (i.e. website, social media, email campaigns, forums, blogs, etc.)?*
* Advertising strategy| *What digital/traditional advertising techniques will be used to promote the business (i.e., Digital: online ads, QR Codes, banners, affiliate programs, email campaigns, etc., Traditional: direct mail, signage, newspaper, magazines, etc.)?*
* Publicity strategy | *What publicity techniques will be used to promote the business (i.e., word-of-mouth, guest interviews, authoring articles, hosting contests, surveys, volunteer work, etc.)?*
* Networking strategy | *Will any networks be leveraged to market the business, such as membership-based associations (trade associations, Chambers of Commerce, BNI, marketing groups (NH Made, Hannah Grimes), alumni organizations and industry groups?*
* Product merchandising | *Provide details of any merchandising that will be used such as product packaging, tags, merchandise displays, etc.*
* Sales materials | *What sales materials will be used to support the selling process (i.e. order forms, sales proposals, sales contracts, price lists (wholesale/retail), terms of sale, customer intake forms, etc.)?*
* Selling process | *What techniques will be used to sell products/services to potential customers (i.e. face-to-face, telephone, presentations, famers markets, trade shows, etc.)?*
* Sustainability Factors | *Explain how the principal possesses the capacity, skills, and willingness to maintain selling and marketing activities over time?*

7. Operational Foundation and Recordkeeping

*Specify what business systems and relationships will be utilized to support operational integrity, such as tracking and reporting of sales, compiling financial statements, getting paid and complying with tax obligations.*

* Bookkeeping Systems|*What system will be used to track, monitor and report on sales performance (QuickBooks, Excel, other)?*
* Administrative Systems|*What additional administrative support activities are required (reconciling bank balances, maintaining customer databases, developing routine email campaigns, maintaining licensing and/or certifications, writing blogs, routinely developing sales, securing farmers market/craft fair venues, etc.)?*
* Business Banking|*Provide the name, address and contact information for the bank/financial institution where the business will maintain a business account.*
* Accounting and Tax Support Services | *Provide the business name, contact person, title, address, phone and website for the person/firm that will provide accounting and tax support services, along with projected fees for services.*
* Operational Sustainability| *How will the above activities be sustained over time?*

8. Sources and Uses of Funds

*What items/services is NH Vocational Rehabilitation being requested to assist with obtaining that would otherwise represent a hardship, yet are mandatory to developing the venture? Include three quotes in the proposal attachments section for each item/service requested that specifies the supplier name, contact information, item/service specifications, item/service cost, shipping cost and any other relevant data to support NH Vocational Rehabilitation purchasing processes. If a requested purchase is unique to a specific vendor, additional quotes may be waived. Below list the preferred quote for each requested item to calculate the total requested funds.*

Business Name

Estimated Start-Up Costs

|  |  |  |
| --- | --- | --- |
| **Uses and Sources of Funds** | | |
| **Uses of Funds** | | |
| Name of Item/Service | | $0,000 |
| Name of Item/Service | | $0,000 |
| Name of Item/Service | | $0,000 |
| Name of Item/Service | | $0,000 |
| Name of Item/Service | | $0,000 |
| Name of Item/Service | | $0,000 |
| Total Uses of Funds | | $0,000 |
|  | |  |
| **Sources of Funds** | | |
| Personal funds | $0,000 | |
| NH Vocational Rehabilitation | $0,000 | |

* Assets in Place | *What does the principal already own that will support developing and growing the business?*
* Basis for Funding Requested | *Explain how the above items/services will sufficiently support launching and sustaining the proposed self-employment venture?*

9. Financial Projections

*Obtain the following data from the 12-month financial projections worksheet and/or Step 3 work from the 5 Steps exercises.*

Business Name

Financial Estimate of First 12 months of Operation

|  |  |
| --- | --- |
| Total Income from Operations | $0,000.00 |
| Cost of Goods Sold | $0,000.00 |
| Gross Profit | $0,000.00 |
| Fixed / Overhead Costs | $0,000.00 |
| Net Profit / Loss | $0,000.00 |
| Other Income (SS) | $0,000.00 |
| Net Income | $0,000.00 |

Business Name

Per Month Revenue / Cost / Breakeven Analysis

|  |  |
| --- | --- |
| a. Annual Revenue | $0,000.00 |
| b. Annual Variable Costs | $0,000.00 |
| c. Gross Profit (a minus b) | $0,000.00 |
| d. Contribution Margin (b/a) | 00.00% |
| e. Fixed Expenses | $0,000.00 |
| f. Breakeven (e/c) | $0,000.00 |
| g. Breakeven per Month | $000.00 |
| h. Breakeven plus Monthly Goal | $0,000.00 |

* Cash Flow | *Touch upon any cash flow issues where there may be a need to cover costs in advance of being reimbursed through sales, such as when extending payment terms or investing in developing products/services prior to being compensated.*
* Summarize Financial Position | *Briefly summarize how the above model meets the desired vocational, income, and quality of life objectives. Given the above information, state what month the venture will breakeven.*

9. Financial Projections (Continued)

*Insert the Excel 12-month financial projections spreadsheet here.*

Attachments

10. Supporting Documents

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Letters of Recommendation and/or Testimonials

Certifications, Licenses, and/or Other Credentials

Other Income Sources

Purchase Requests & Sources

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Item | Source | Qty. | Unit Price | Shipping Cost | Total Price |
|  |  |  |  |  |  |
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