



A Small Business Mentoring, Boot Camp and Business Plan Competition

We are accepting competitive applications to our Grow Martinsville-Henry County Program from businesses at least 2 years in operation and coachable.

On an annual basis, the **Chamber's Partnership for Economic Growth (C-PEG)** operates a business plan competition which includes a requirement to participate in a **boot camp** to help you evaluate your **entrepreneurial mindset** readiness, **write a business plan** and **present a business pitch** to compete for funding and receive ongoing mentoring.

Since the program launched in 2015, over 283 entrepreneurs have completed the boot camp sessions, and 58 businesses have collectively been awarded \$459,724 in cash and in-kind support. Small businesses have created over \$4,356,000 in new capital investment and created 240+ jobs.

Due to limited space, the application process is competitive.

To apply for the startup or grow sessions, download the entire application packet at www.martinsville.com/grow. Then, complete your application and submit it to mhccoc@mhcchamber.com by 12:00 p.m. local time on **Wednesday, September 28, 2022**.

Applications may also be submitted in person or by mail at 115 Broad Street,

Thank you to our Startup MHC Sponsors:



Boot Camp Session Start Dates

Grow Boot Camp (4 weeks)

October 11, 2022

October 18, 2022

October 25, 2022

November 1, 2022

C-PEG partners with Patrick & Henry Community College (P&HCC), Longwood Small Business Development Center, SCORE, Martinsville-Henry County Economic Development Corporation, City of Martinsville, Henry County, private funders, a host of talented entrepreneurs and business professionals in our community to provide this initiative to build our entrepreneurial community.

June 2022 Grow Awardees



Thank you to our small business development supporters:

City of Martinsville

Henry County

Campbell Family Group

George W. Lester II Fund

Lawless Welding & Fabrication LLC

And our Program Sponsors:





A Business Mentoring, Boot Camp and Business Plan Competition

Application Deadline: 12:00 p.m. local time, September 28, 2022

(limited spots available)

Notifications for acceptance to the Boot Camp will be sent by October 6, 2022.

All information on this application is confidential and will only be shared with program staff and selection committee.

Applicant Information:

1. Name:(Individual applying to the program): _____

2. Address: _____

3. Phone Number: _____ Alternate Phone Number: _____

4. E-mail Address: _____

5. Primary Owner of Business: _____

Co-owner(s) (if applicable) _____

Each co-owner must complete a separate application.

6. Business Name (only if already known): _____

7. Has your business been in operation for at least 2 years? __ Yes __ No

8. Business start date _____

9. Business Address _____

10. Is your business currently licensed in Martinsville or Henry County, Virginia? ____ Yes ____ No

11. Total capital needed to grow your business: \$ _____

12. Capital/Equity you can contribute to this project (how much money do you have to invest in this project)? \$ _____

13. How much money have you already invested in your business? \$ _____

Application is continued on the next page

14. What amount of assistance are you seeking (include in-kind support)?

15. Specific item(s) you wish to secure through this expansion project:

16. What do you wish to receive from this program in addition to potential funding?

17. What industry best describes your business? (For example, manufacturing, small batch manufacturing, technology, healthcare, service, retail, etc.) _____

18. Do you have any financial issues that may prevent you from leasing space or obtaining a business loan in the future? (Note: It is important to alert us to any issues so that we may immediately work with you to try to improve your position should this be a potential issue.) _____

Yes No

19. Describe your business, product, or service **and** what differentiates it from your competitors (be as specific as you can in describing your business so that it is clear what you have to offer and how it may differ from existing products or services – you may also provide your response as an attachment):

20. Do you identify yourself as “business coachable”? _____ Yes _____ No If yes, please describe your understanding of being “business coachable”. _____

_____ By initialing here, I certify that I have read guidelines about Grow Martinsville-Henry County (MHC), Virginia and understand that I may or may not be selected to participate in the program which offer training, mentoring, networking opportunities and potential monetary awards. If selected to participate in the program, I understand that I must attend scheduled trainings and events and participate as an engaged member of the group. By applying to this program, I understand that my images or videos of me may be used to promote this program and those images and videos are wholly owned by C-PEG and may also be used by partners of the Grow MHC Program. If my business or business idea is selected as an award winner, once I must establish an eligible business within the eligible region of Martinsville or Henry County, Virginia, I will use the funds for the qualified business expenses and I will provide all requested reporting including financial documentation.

Business Owner Signature



Understanding of Guidelines

Agreement – Grow

MHC Fall 2022 Session

Deadline to Apply for Grow MHC is 12 PM Local Time, September 28, 2022

Directions: Read each point, then initial that you have read and comprehend. At the end, please print your name and provide signature indicating that you understand these guidelines and choose to apply and, if selected, participate in Grow Martinsville-Henry County, Virginia. If there are multiple business owners, **each** individual is required to complete this form. This program is for **coachable entrepreneurs only**. All awardees must provide financial data for review each month.

- I understand that attendance in **all 4** sessions for Grow MHC is mandatory to be eligible for the awards; and I have read the Attendance Policy, which states:

Participants are expected to attend **all 4** class sessions. The only excused absences that can be made up include documented sickness and immediate family emergency or death and work-related activity. Participants with an excused absence must meet with the instructor to make up any missed work before the next scheduled class. Participants with an unexcused absence will be ineligible to compete for grant funds at Pitch Night. Even with an excused absence, failure to meet with the instructor and/or to make up missed work before the next scheduled class also may result in participants' ineligibility to compete for grant funds at Pitch Night. _____
Initial
- Eligible types of businesses include for legal, profit businesses with a physical business location in Martinsville or Henry County, Virginia, with the exception of pyramid or multi level marketing companies, which will contribute to the local tax base and preference is to applicants whose business venture will also create jobs in Martinsville or Henry County. Preference may be given to small batch production companies, technology, healthcare and construction trade businesses. _____
Initial
- To be eligible to compete for any award, I must (1) complete and submit a business plan by for Grow MHC by 12:00 p.m. local time on Wednesday, November 9, 2022, (2) participate in the Pitch Event, Thursday, November 17, 2022, (3) expand my business in Martinsville or Henry County, Virginia by January 31, 2023, and (4) expend grant award funds by March 31, 2023. _____
Initial
- I certify that my business is a legal operation, is a for profit business and is not a multi level or pyramid business model nor is it a unit of government. _____
Initial
- Prior to the pitch event, I understand that I must meet with the local Longwood University Small Business Development Center staff to review my business concept and sign off on my 2 year financial projections. _____
Initial
- To help C-PEG meet funder’s required funding guidelines, I understand that award winners will be required to provide monthly profit and loss statements for 12 months and document business expansion through a signed performance

agreement for a period of three years following the opening of my business. _____

Initial

- In an effort to assist the Selection Committee with evaluating my ability to obtain potential business credit including the lease or purchase of a facility, supplies or inventory, I understand that I am required to share any potential issues that may be obstacles to my success and that I may be required to provide my numerical credit score. _____

Initial

- I have read and understand all of the **Award Guidelines**.

Generally, legitimate business expenses that assist in starting or expanding business are appropriate uses of award money. This may include, for example:

- Purchase of equipment, supplies, tools, or vehicle (if necessary for the business or integral part of the business plan);
- Rent and utilities for the location in which the business will located (**in-kind only**);
- Website and/or brand development; and
- Marketing materials and marketing expenses.
- Accounting or human resources consulting
- Award amounts are typically not more than \$10,000 per business (total of cash and in-kind).
- Funding from the Tobacco Region Revitalization Committee would be used to match local awards in Grow MHC which serve, at a minimum, regional markets versus service industries focused on local markets. On an individual basis, a business may be considered if there is sufficient data to support that significant leakage outside of our community exists for that business's product(s).

- These funds should not be used for salaries/wages, general overhead expenses, or included in general funds for the business. Use of the award money should be used for needs identified in the business plan. _____

Initial

I _____ understand these guidelines and choose to participate in Startup or Grow

(Printed name)

Martinsville-Henry County, Virginia.

Signature

Date