



Green Business in Indian Country Start-Up Award Application Instructions

**All applications due Tuesday, September 1, 2015
at 5 p.m. MDT**

Opportunity

Trees, Water & People (TWP) is an environmental organization, working both nationally and internationally on community-based approaches to sustainable development. Through its Tribal Renewable Energy Program, TWP helps distribute solar air heaters to tribal families in need and provide renewable energy and energy efficiency trainings for Native Americans.

Recognizing the need to help create opportunities for our renewable energy, sustainable building, food sovereignty and energy efficiency students, TWP is sponsoring the 2015 Green Business in Indian Country Start-Up Award and offering assistance to one selected applicant in starting their own business in a related field.

The winning applicant will receive the following benefits from TWP as the Start-Up Award:

- 1. TWP will manage a crowd-funding campaign on your business' behalf.**
- 2. TWP will send a request to our donors to contribute to your start-up company.**
- 3. TWP will provide any technical assistance we are able**

Funds Raised for Start-Up Capital

As per number 1 and 2 above, TWP will raise funds to support the winning applicant's business start-up costs. This amount will be entirely dependent upon the donations we receive, but we hope to provide **\$10,000 - 20,000** of financial assistance. TWP will retain 20% of all funding raised through our organization, and our selected applicant will receive 80%. TWP will only distribute funding to the winning applicant for specific business start-up purposes, as outlined in applicant's budget and in subsequent requests to TWP for the release of that funding. Receipts are required after each distribution, illustrating that funds were spent for the intended purpose, before any additional allocations are distributed.

Is it right for you?

The application will require a great deal of time, and includes the creation of several documents including a Business Plan, Feasibility Statement, Resume, and Budget, as well as the completion of brief online courses that will help you prepare to start your own business. You should allow plenty of time to complete your application by the due date. During your draft process a Mentor may help you with questions you have. **A final draft of your application is due by 5 p.m. MDT on Tuesday, September 1, 2015.** The application is very rigorous in order to both ensure that candidates have the tools they need

to succeed in business and to represent the high level of motivation required to run one's own company. You will need access to a computer with internet connectivity to complete this application.

Mentoring Program

To help applicants through the process, and answer any questions on starting your own business, you may request a mentor from TWP. Mentors are experienced entrepreneurs in the green business field, and can provide encouragement and share advice on new business ownership. You are still responsible for completing and submitting your application, but working with a mentor can give you a real-world perspective and objective feedback on your business idea development.

Eligibility

This opportunity for assistance is for Native Americans who are starting their own renewable energy and/or energy efficiency related businesses.

Only proposals for "green" businesses (those that respect the natural environment) will be considered for funding. Examples of eligible businesses include, but are not limited to those that focus on renewable energy technologies, sustainable building, food production, etc.:

- Solar thermal
- Solar electric
- Weatherization and insulation
- Ground-source heating
- Sustainable food production
- Recycling, upcycling
- Sustainable and regenerative construction techniques (compressed earth block, straw bale, etc.)

The qualified winning applicant will be chosen based on the likelihood of the proposed business's success with our support, and will be determined at the sole discretion of Trees, Water & People. ***Please note restaurants and other retail food outlets are not eligible for this award.***

**Trees, Water & People Green Business in Indian Country
Start-Up Award 2015 Application**

1. Applicant Information

Proposed Business Name:

Primary Applicant (Sole Proprietor, 1st Partner, etc.)

First Name Last Name

Email

Mailing Address:

City State

Zip

Phone 1 Phone 2

Tribal Affiliation

2nd Partner, if applicable

First Name Last Name

Email

Mailing Address

City State

Zip

Phone 1 Phone 2

Tribal Affiliation

3rd Partner, if applicable

First Name Last Name

Email

Mailing Address

City State

Zip

Phone 1 Phone 2

Tribal Affiliation

If your business will have more than three partners, please include the requested information for all partners on a separate page. **A resume for each partner will be required in your Business Plan.** Sample resumes can be found at www.sampleresumefree.com or other online sources.

2. Personal Statement

Please send us a single-page personal statement between 400 and 550 words that answers the following questions:

- a. What would you like to share about your background that will help us get to know you?
- b. What is your current knowledge, experience, and/ or interest in renewable energy and energy efficiency?
- c. What are your dreams for the future and how would the Green Business in Indian Country Start-Up Award from TWP help you realize them?

3. Business Plan

Your Business Plan should be useful in seeking customers or other investors, and so should be a comprehensive compilation of your company's information. Be sure to include all sections below.

- a. Executive Summary
- b. Business Description & Vision
- c. Definition of the Market
- d. Description of Products and Services
- e. Organization & Management
- f. Marketing and Sales Strategy
- g. Financial Management (Please use Budget Templates below)

i. Projected Start-Up Costs

Use the template below as a guide. Your budget must address all information requested here at a minimum.

Start-Up Costs Budget Template		
Initial Fixed Costs	Amount	Need TWP to Fund?
Initial Inventory	\$	\$
Office Supplies	\$	\$
Real Estate & Buildings/ Rent (Including Deposits)	\$	\$
Fixtures and Furniture	\$	\$
Vehicle Purchase	\$	\$
Legal Fees	\$	\$
Bookkeeping/ Accounting	\$	\$
Utilities (Including Deposits)	\$	\$
Licenses & Permits	\$	\$
Insurance	\$	\$
Equipment	\$	\$
Tax Preparation	\$	\$
Taxes	\$	\$
Initial Working Capital	\$	\$
Other (Specify)	\$	\$
Other (Specify)	\$	\$

Other (Specify)	\$	\$
Other (Specify)	\$	\$
Initial Fixed Costs TOTAL	\$	\$

ii. Projected Monthly Cash-Flow

Use the template below as a guide to estimate averages for the first twelve months of business. Your budget must address all information requested here, at a minimum.

Monthly Cash-Flow Template								
EXPENSE	Monthly Expenses	\$/ Mo	INCOME	Monthly Income			\$/Mo	
	Salaries	\$		Product Sales				\$
	Employee Benefits	\$		Type	Price	Quantity		\$
	Loan Payments	\$						\$
	Telephone	\$						\$
	Auto Expense	\$						\$
	Insurance	\$		Labor Fees				\$
	Taxes	\$		Type	\$/hr	Hours		\$
	Utilities	\$						\$
	Rent	\$						\$
	Maintenance	\$						\$
	Inventory Purchases	\$		Other (Specify)				\$
	Advertising & Promotions	\$		Other (Specify)				\$
	Training	\$		Other (Specify)				\$
	Other (Specify)	\$		Other (Specify)				\$
	Other (Specify)	\$		Other (Specify)				\$
	Other (Specify)	\$		Other (Specify)				\$
Other (Specify)	\$	Other (Specify)				\$		
Monthly Expenses TOTAL	\$	Monthly Income TOTAL				\$		
TOTAL MONTHLY PROFIT (Monthly Income minus Monthly Expense)						\$		

4. Feasibility Statement

Please send us a single-page feasibility statement between 200 and 500 words that answers the following questions. This statement should serve as a summary of the discoveries you have made about your customers, market, opportunities, the costs of operating a business, and the risks of doing so.

- a. What aspects of starting your own business do you foresee to be the most difficult? How do you plan to overcome these factors?
- b. What conditions must be met in order for you to reach your goals (money, expertise, time)?
- c. How will starting your own business fit into your life now?
- d. After your hard work in preparing this application and recognizing the level of motivation it will take to be successful, tell us *why* you know that you are capable of achieving your goals.

5. Other Requirements

- a. Completion of the Small Business Association Native American Business Primer, <http://www.sba.gov/tools/sba-learning-center/training/native-american-business-primer>.

With the exception of the “Finding Capital” section of the Native American Business Primer, all of the information provided in the Native American Business Primer will be extremely helpful and necessary for you to understand as an aspiring business owner.

I have completed the Small Business Associations Native American Business Primer, and my Certificate of Completion is attached.

- b. View and understand the Internal Revenue Service’s webinar, Business Taxes for the Self Employed: The Basics (or download and read the associated PDF)

<http://www.irsvideos.gov/BusinessTaxesSelfEmployedTheBasics/player/frame-wm.htm>.

You are only required to listen to the first 43 minutes of the webinar, until the question and answer period begins, although you may find value in the question and answer period as well. *(Please note the Windows Media Player 9 or later is required to view the video. A PDF of the information is available at the link above).*

I have viewed (or read) and understand the IRS’s presentation, Business Taxes for the Self Employed: The Basics.

Please answer the two questions below, with answers taken from the course Business Taxes for the Self Employed: The Basics.

How often does a self-employed person need to pay federal income tax and self-employment

(Social Security and Medicare) tax?

I would like to request assistance from a TWP Green Business Mentor. Deadline for this request is June 15, 2015. A draft of your application will be due to your mentor by July 15, 2015.

6. Agreements

I (primary applicant name), _____, certify that all the information I have provided in this application is true and accurate to the best of my knowledge. As the primary applicant, I take full responsibility for this application and all future endeavors with my business. I understand that it is the sole discretion of Trees, Water & People to choose a candidate who they feel has the greatest chance of success to receive the Green Business in Indian Country Start-Up Award, and that my application may not be chosen.

If I am selected to receive the TWP Tribal Renewable Energy Program's Green Business in Indian Country Start-Up Award:

- I understand that only I am responsible for the success of my business.
- I understand that TWP cannot guarantee raising any specified amount of money.
- I agree that, for its efforts, TWP will retain 20% of funds it raises for my Award with the remaining 80% to be available to me for my start-up business, based on specific requests for funding.
- I understand that I will only receive funding from TWP for specific purposes, directly related to my new business.
- I agree to use the funds provided by TWP for its intended purpose as stated in this application and future detailed requests for allocations.
- I agree to provide TWP with receipts for all transactions made with funding provided by TWP.
- I understand that TWP will only distribute additional funding to my business once I have provided a receipt for the prior distribution, and that if I fail to provide receipts, I will forfeit any remaining funding.
- I understand that I may be required to supply bank statements and check registers for my business to TWP upon request.
- I agree to provide TWP with progress reports - including income and expense reports, written progress/ status reports, answers to any questions, and pictures - a minimum of once per quarter.
- I agree to provide TWP with a detailed annual report after my business's first twelve months of operation, and into the future if I continue to receive support from TWP.
- I give TWP the right to publicize my business and my story, including the contents of this application, through media including photographs, video, and text to TWP donors and supporters, and to the general public.
- I agree to work with my mentor and communicate with them to my best ability.
- I agree to act as a mentor to at least one future winner of TWP's Green Business Start-Up Award.

Applicant Name (printed) _____

Applicant Signature _____ Date _____

Application Checklist:

- 1. Applicant Information (including resumes)
- 2. Personal Statement
- 3. Business Plan
- 3. g. i. Projected Start-Up Costs Budget
- 3. g. ii. Projected Monthly Cash-Flow Budget
- 4. Feasibility Statement completed or attached
- 5. Other Requirements
- 5. a. Small Business Associations Native American Business Primer Certificate of Completion attached
- Mentor request checked (optional)
- 6. Agreements read and signed

Submission

If working with a Mentor, please submit your draft application to your Mentor by 5 p.m. MST July 15, 2015. This is an **optional** step in the process for those who wish to have their Mentor give them input on their application before submitting their final application.

Your final application is due to Trees, Water & People by 5 p.m. MDT, Tuesday, September 1, 2015. Applications received after this deadline will not be considered for the award.

Submission options, listed in order of preference:

1. Email to jamief@treeswaterpeople.org
2. Mail to Jamie Folsom, Trees, Water & People, 633 Remington Street, Fort Collins, CO 80524
Must be received (not postmarked) by **September 1, 2015**.
3. Fax to Jamie Folsom at Trees, Water & People (970) 224-1726

Thank you for all your hard work on this application! Please do not hesitate to contact me for clarification and with any questions.

Jamie Folsom, National Director
Trees, Water & People
633 Remington Street
Fort Collins, CO 80524
(877) 606-4897 x23
jamief@treeswaterpeople.org
www.treeswaterpeople.org
www.solarwarriors.org

Even if you are not selected for the Tribal Renewable Energy Program's Green Business Start-Up Award from Trees, Water & People, completing this application is a valuable first step in starting your new company. You are planning for success by creating your Business Plan, and will have key materials prepared to present to potential funders and customers. ***We will choose an award recipient in the weeks following the application due date and inform all applicants of our decision. Good luck!***