



Small Business Administration – North Florida Office

2017 InnovateHER: Innovating for Women Business Challenge

APPLICATION

Key Dates:

Friday, May 19th – Applications Due | Friday, May 26<sup>th</sup> – Applicants notified

Saturday, June 3<sup>rd</sup> – Pitch event - Winner/National Nominee selected

Completed applications should be mailed to: **UF Small Business & Vendor Diversity Relations - ATTN: InnovateHER/SBA**  
P.O. Box 115200, Gainesville FL 32609

For questions or info: email: [sbvdr@admin.ufl.edu](mailto:sbvdr@admin.ufl.edu) subject line: InnovateHER/SBA | website: [sbvdr.admin.ufl.edu](http://sbvdr.admin.ufl.edu)

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**About You**

Name: \_\_\_\_\_

Address: \_\_\_\_\_

City of Residence: \_\_\_\_\_ State: \_\_\_\_\_

Email: \_\_\_\_\_ Phone Number \_\_\_\_\_

LinkedIn: \_\_\_\_\_ Facebook: \_\_\_\_\_

YouTube: \_\_\_\_\_ Instagram: \_\_\_\_\_

Other: \_\_\_\_\_

**About Your Business**

Legal Business Name: \_\_\_\_\_ DBA Name: \_\_\_\_\_

Business description:

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Check all social media platforms that apply:

Business website: \_\_\_\_\_

Business LinkedIn: \_\_\_\_\_

Business Facebook: \_\_\_\_\_

Business YouTube: \_\_\_\_\_

Business Instagram: \_\_\_\_\_

Other: \_\_\_\_\_



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How long have you been in business?

Less than 1 year       1-3 years       3-5 years       More than 5 years

What stage best describes your business?

- Idea (Proof of concept but not yet started the business).
- Pre-launch (Preparing to launch the business and have fundamentals, i.e. business registration, business plan, logo/brand, etc.).
- Launch (Have gone to market with my business, actively running it, generating sales, revenue)
- Development/Expansion (Have been in business for some time and am growing/scaling the business).
- Maturity (Business has been in existence for more than five years).

What legal structure best describes your business?

Sole proprietorship       Partnership       Corporation (circle: S C LLC)

Do you run the business full time?  Yes  No

If no, why (will not disqualify you from participating)

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How does/will your business make money?

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InnovateHER is a competition focused on innovative products and services with commercial potential that impact the lives of women and/or families. Tell us briefly what makes your business an ideal fit for the competition:

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How would the money be used if you were to win?

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Have you applied to or participated in any InnovateHER competition before? \_\_\_\_ Yes \_\_\_\_ No

If yes, when and where?

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What else should we know about you? Please limit to 100 words.

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Please include the following along with your application:

- Resume
- Business plan (including marketing plans, financial projections, etc.)