



A Small Business Mentoring, Boot Camp and Business Plan Competition

We are accepting competitive applications to our Startup and Grow Martinsville-Henry County Programs from coachable entrepreneurs.

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 314 entrepreneurs have completed the boot camp sessions, and 70 businesses have collectively been awarded \$571,724 in cash and in-kind support. Small businesses have created over \$5,000,000 in new capital investment and created 270+ 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/startup. Then complete your application and submit it to mhccoc@mhcchamber.com by 12:00 p.m. local time on Friday, September 8, 2023.

*Applications may also be submitted in person or by mail at 115 Broad Street,
Martinsville, VA 24112*

Thank you to our Startup MHC Sponsors:



Boot Camp Session Start Dates

**You are required to attend all sessions for your designated program
(Startup or Grow).**

Startup Boot Camp (8 weeks)

Session 1: September 19, 2023

Session 2: September 26, 2023

Session 3: October 3, 2023

Session 4: October 10, 2023

Session 5: October 17, 2023

Session 6: October 24, 2023

Session 7: October 31, 2023

Break: November 7, 2023 (Election Day) - No Class

Session 8: November 14, 2023

Startup Pitch Date: Tuesday, December 5, 2023 (must be in person)

A Grow MHC session will be scheduled for 2024.

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.

2023 Spring Startup



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, Friday September 8, 2023

(limited spots available)

Notifications for acceptance to the Boot Camp will be sent by September 14, 2023.

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

Program of Choice: _____ Startup (for new businesses) _____ Grow (for expanding businesses)

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: _____ Gender: _____ Race/Ethnicity: _____
Co-owner(s) (if applicable): _____ Gender: _____ Race/Ethnicity: _____

Each co-owner must complete a separate application.

6. BusinessName (Only if known): _____
7. Is your business already in operation for at least two years? _____ Yes _____ No
8. Business startdate _____
9. Business Address: _____
10. Is your business currently licensed in Martinsville or Henry County, Virginia? _____ Yes _____ No
11. Total funding needed to start or grow your business: \$ _____
12. Funding 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? \$ _____
14. What type 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 Ex. manufacturing, small batch production, technology, healthcare, retail, restaurant, added-value agriculture projects, etc.) _____

18. Do you have any financial issues that may prevent you from leasing space or obtaining business loans in the future? (Note: it is important to alert us to any issues 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 its 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 the guidelines about Startup and/or Grow Martinsville-Henry County (MHC), Virginia and understand that I may or may not be selected to participate in the program which offers training, mentoring, networking opportunities, and potential monetary awards. If selected to participate in the program, I understand that I must attend all scheduled trainings and events and participate as an engaged member of the group. By applying to this program, I understand that images and videos of me may be used to promote this program and those images and videos are wholly owned by C-PEG and may be used by partners of the Startup & Grow MHC program. If my business or business idea is selected as an award winner, 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 will provide all requested reporting including financial documentation. _____

Business Owner Signature

Understanding of Guidelines Agreement

Startup MHC – Fall Session 2023

****Deadline to Apply for Startup MHC or Grow MHC is 12 PM Local Time, Friday, September 8, 2023.***

Directions: Read each point, then initial that you have read and comprehended each item. 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 Startup MHC or 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 8** sessions for Startup MHC or **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 required to attend **all** 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 the Pitch Event. 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 participant's ineligibility to compete for grant funds at Pitch Event. _____

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, construction, added-value agriculture business products trade businesses. _____

Initial

- To be eligible to compete for any award, I must (1) complete and submit a business plan for Startup by 12:00PM local time on Tuesday, November 21, 2023, (2) participate in the Pitch Event: Startup - Thursday, December 5, 2023, (3) expand my business in Martinsville or Henry County, Virginia by September 30, 2024, and expend grant award funds within 6 months of grant notification.

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 meet C-PEG 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 be located (*in-kind only*);
 - 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 Commission would be used to match local awards in Startup and Grow MHC which serve, at a minimum, regional markets such as small batch productions, technology, healthcare, construction trades and added-value agricultural projects 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).
 - Complete at least 2 of the five workshops/classes offered by Longwood or any SBDC to enhance your skills. Provide C-PEG’s office with a copy of your certificate of completion.
 - Attend at least 2 of the five monthly networking sessions with other StartUp and Grow Martinsville-Henry County program alumni. These events will invite local small business mentors to address relevant topics.
- These funds may not be used for salaries/wages, general overhead expenses, or included in general funds for the business. Use of the award money must be used for needs identified in the business plan. _____
Initial

I _____ understand these guidelines and choose to apply, and if selected,
(Printed name)

participate in Startup or Grow Martinsville-Henry County, Virginia.

Signature Date