

Femme Fatale DC

H St NE Pop Up Store Spring-Summer 2017

Make sure you have read the *FFDC Pop Up Store Business Guide* thoroughly and in its entirety before completing this application. You can use Doc Hub to edit PDFs.

Submission, Timeline and Fees:

Application must be submitted to FFDC's director, Yasmin Radbod, via email, at ffdc.llc@gmail.com.

Email to: ffdc.llc@gmail.com

SUBJECT: FIRST and LAST NAME - FFDC Pop Up Store

The application along with a non-refundable application fee of \$20 (sent via PayPal) MUST be received by 4/10/17.

Checklist:

Please be sure you have sent the following by 4/10:

- o Application (below) **sent via email**.
- o **\$20 non-refundable application fee via PayPal** (payment sent to ffdc.llc@gmail.com via PayPal)
- o **Images: business logo and headshot** of business owner, both **attached to email**, or sent in a separate email with the subject line titled appropriately.
- o Link in the body of the email the business's Instagram account and website.

FFDC H St NE Pop Up Store Application 2017:

Introduction

1. Name of Applicant: _____
2. Name of Business: _____
3. Telephone No: _____
4. Email Address: _____
5. Mailing Address: _____
6. Birthdate: _____
7. EIN #: _____

Please circle the option listed that fits your business:

Sole Proprietorship, Corporation, C-corporation, S-corporation, Limited Liability Company, Limited Liability Partnership, or Partnership (answer does not affect eligibility).

1. Are you incorporated in the District of Columbia? Yes or No
2. Are you a womyn-owned business that serves/caters to womyn? Yes or No

What is your business? Which of your products do you plan to sell in your designated retail space in the pop up store? Please list all in detail below.

What distinguishes your business from everything else in the market?

Describe your target market, including age, gender, lifestyle etc.

What is your current channel of distribution/providing services: online, direct to consumer, specialty stores, boutiques, pop-up shop, department stores, etc.

Who is your competition and why?

Are you currently employed? If yes, where?

Do you want a 5x10 or 10x10 plot? Why? If only one size is left available, are you willing to comply? Why or why not?

If accepted, what do you hope to achieve or gain from this experience? How do your business's goals and mission align with those of FFDC?
