

GrowthWheel Grant Program

Registration Fee Reimbursement Grant



Roanoke County Economic Development, in partnership with the Small Business Development Center (SBDC), is offering a grant program for business owners located within Roanoke County. Because education is recognized as a critical component to any business's success, the EDA will award up to ten (10) reimbursement grants for County businesses that complete GrowthWheel training.

GrowthWheel helps entrepreneurs and small business owners build their businesses through a simple action-focused process that stays true to the way most entrepreneurs think and work. The program will be administered through the Roanoke Regional SBDC and will consist of eight courses over a four-month period which will cover topics such as networking, legal issues, financials, and market positioning. Students of the course will also have ample time to consult one-on-one with course leaders to discuss issues relevant to their business. The cost to attend the course is \$200 per person, which will be paid in-full by the participating business prior to the launch of the first course, with fees covering all materials, lectures, and counseling sessions. For more information on GrowthWheel, please visit their website at www.growthwheel.com.

In order to qualify for Grant program and be considered for a reimbursement of the \$200 GrowthWheel fee, the business must:

- Be a for-profit business;
- Be headquartered in, or in the case of an entrepreneur, a resident of the County of Roanoke;
- Be in operation for no fewer than two (2) years;
- Employ fewer than fifty (50) full-time positions;
- Attend at least nine (7) of the ten (8) GrowthWheel courses;
- Attend at least one (1) private counseling session;
- Apply for the grant prior to the last GrowthWheel course offered.

In addition, while multiple employees of a small business may attend GrowthWheel training, only one (1) employee will be eligible to apply for the Grant. Applicants must be the owner of the business or a management-level employee with the ability to make key decisions for the business. Applicants must be at least 18 years of age or older to apply for the reimbursement. If a business is awarded a GrowthWheel Reimbursement Grant, they will be ineligible for additional GrowthWheel Reimbursement Grants in the future.

The Reimbursement Grant will be issued upon completion of the final Growth Wheel course, providing the attendant meets all eligibility criteria for the grant. In order to apply for the reimbursement, you must provide a copy of the following material to the SBDC:

- Copy of your Roanoke County business license;
- Copy of Certificate of Completion of the Growth Wheel program;
- Proof of payment for initial registration.

Upon submittal of documentation to the SBDC, the SBDC will submit a request for funds from the Economic Development Authority, and will then disperse the funds to qualifying grant applicants.

GrowthWheel Grant Program

GrowthWheel Reimbursement Application

Applicant Name: _____

Applicant Address: _____

City: _____ State: _____ ZIP Code: _____

Home Phone: _____ Cell Phone: _____

Email Address: _____

Business Name (if applicable): _____

Business Address (if applicable): _____

City: _____ State: _____ ZIP Code: _____

Do you have a business license with Roanoke County? ☐ Yes ☐ No

If "No", do you plan to attain a business license with the Roanoke County? ☐ Yes ☐ No

Which category best describes your for-profit business?

- ☐ Arts/Culture – Products or offerings that value handmade, authentic, and distinctive characteristics of local culture.
- ☐ Consumer/Professional Services – Emphasis on services to consumers and businesses, such as salons, dry cleaners, consulting, legal, insurance, banking, and real estate.
- ☐ Hospitality/Tourism – emphasis on products or services promoting use of assets in the region, including such items as lodging and outdoor recreation.
- ☐ Manufacturing – emphasis on fabricating, assembly, or disassembly of items taking place within an enclosed building, including light, heavy, and advanced manufacturing operations.
- ☐ Restaurant/food service – emphasis on food preparation and sales such as restaurants, catering, and food trucks.
- ☐ STEM-H – emphasis on fields such as Science, Technology, Engineering, Mathematics, and/or Healthcare, such as research, information technology, programming, and biotechnology.

Briefly provide a better description of your business: _____

Briefly describe your customers and/or market: _____

How many individuals are presently employed full-time with your business?

☐ 1 ☐ 2 – 5 ☐ 6 – 10 ☐ 11 – 20 ☐ 21+

How many full-time employees are you anticipating to work for your business in one year?

☐ 1 – 5 ☐ 6 – 10 ☐ 11 – 15 ☐ 16 – 20 ☐ 21+

How long has your business been in operation?

☐ 2 Years ☐ 3 Years ☐ 4 Years ☐ 5 Years ☐ 5+ Years

Are your revenues increasing annually? ☐ Yes ☐ No

Have you reached break-even? ☐ Yes ☐ No

What focus area below do you consider a challenge in regards to growing your business? (mark all that apply)

<input type="checkbox"/> Business Idea	<input type="checkbox"/> Product Portfolio	<input type="checkbox"/> Revenue Model	<input type="checkbox"/> Customer Portfolio	<input type="checkbox"/> Market Position
<input type="checkbox"/> Ownership/Board	<input type="checkbox"/> Employees	<input type="checkbox"/> Partnerships	<input type="checkbox"/> Business Processes	<input type="checkbox"/> Legal Issues
<input type="checkbox"/> Facilities	<input type="checkbox"/> IT Systems	<input type="checkbox"/> Production	<input type="checkbox"/> Funding	<input type="checkbox"/> Financials
<input type="checkbox"/> Branding	<input type="checkbox"/> Communication PR	<input type="checkbox"/> Sales and Service	<input type="checkbox"/> Marketing	<input type="checkbox"/> Networking

Are you interested in signing up for the Roanoke County's monthly Business Newsletter, which contains a wealth of business events and resources? ☐ Yes ☐ No

I will supply copies of the following documents to the Small Business Development Center in order to process my grant request:

- ☐ Completed GrowthWheel Reimbursement Application
- ☐ Roanoke County Business License
- ☐ GrowthWheel Certificate of Completion
- ☐ Invoice/Proof of Payment for Registration Fee

By signing below, you verify you have read and agree with the guidelines and regulations of the GrowthWheel Registration Reimbursement Grant, and will supply documentation required to process your grant request.

Signature

Date