

AWARD

GRANT - UP TO 3 AWARDS FOR
\$15,000 TOTAL AWARD BUCKET

DPIA BID ASSESSMENT FEE PAID (UP TO \$500)

IN-PERSON PITCH TO CSULB-IIE, BUILT BY SHE AND
ECONOMIC DEVELOPMENT COMMITTEE

3-5 STRATEGIC WORKSESSIONS



WINNING PARTICIPANT(S) RECEIVE 3-5 STRATEGICALLY
FOCUSED SATURDAY 4-HOUR EDUCATION SESSIONS

**Strategic
Roadmap**

- Strategic needs assessment
- Create Strategic Roadmap for business including near and long-term milestones
- Define company mission and vision
- Outline competitive advantage
- Prioritize target consumer
- Analyze industry and market SWOT
- Develop sustainable business model and elements to support growth

**Digital
Customer
Acquisition
Strategy**

- Develop acquisition strategy to expand online revenue/sales
- Ideate content strategy, social strategy
- Define digital advertising goals
- Create CRM plan and holistic customer experience

**Periodic
Quick
Check-Ins**

- TBD milestone check-ins to complete 1st year goals outlined in the Strategic Roadmap

**Additional
Business
Support**

- Additional support TBD based upon needs assessment



AWARD PARAMETERS

AWARD(S) DEPOSITED TO THE BUSINESS WITHIN 30 DAYS
OF VERIFICATION OF SATISFIED CRITERIA

ALL REQUIRED CRITERIA MUST BE MET WITHIN
90 DAYS OF AWARD DATE

THE \$15,000 GRANT AWARD MAY BE DIVIDED UP
AMONGST 1-3 WINNERS

EACH AWARD REQUIRES A MATCHING INVESTMENT BY THE
FOUNDER (OR PROOF OF QUALIFYING INCURRED EXPENSES)



