

# Essay Questions and Financial Statement Form

## CAP EVALUATION QUESTIONS

This section speaks to the competitive nature of this program. Please be detailed but concise. Your scoring will be based on your responses provided.

### Vision & Plan

How do you plan to use the grant funds in an effective manner? Explain how will the proposed grant-funded activities will help you meet your future plans and growth goals?

---

---

---

### Experience & Capacity

Please describe the demonstrated experience you have to execute your vision and plan? Please describe the demonstrated experience your key staff and employees have to execute your vision and plan?

---

---

---

### Community Impact

How does your business and/or the funded activity positively impact Norfolk communities and residents? Does your business and/or the funded activity positively affect low to moderate income Norfolk areas or low to moderate income Norfolk residents? If so, describe how.

---

---

---

### GRAVEYARDED

If awarded the monies, will your business be able to create new job/s for LMI Norfolk Residents? ***(Note: if applying for the Reimbursable Grant, this is a requirement)*** What will the position/s be? What will be the expected pay rate? Will employee benefits be offered?

---

---

---

### Innovation & Scalability

Explain how the business' products, services and/or processes innovate in a way that creates a competitive advantage. Does your business possess the potential for significant and/or rapid growth? If so, explain.

---

---

---

### Financial Status & Leverage

What has been your total equity contribution to your business? Express in a dollar amount.

---

### 

What will be your total equity contribution specific to the proposed project within this application? Express in a dollar amount.

---

### GRAVEYARDED

Below summarize the products/ services your business provides and the price points at which you charge.

---

---

---

 GRAVEYARDED

Please summarize how your price points compare to your leading competitors.

---

---

---

 **3 Year Financial Status Projections**

**Please express all figures as a percentage.**

Refer to your uploaded 3 Year Profit & Loss Sheets to compute these percentages. Sales growth and profit growth for "Year 1" should be calculated by comparing month 1 to month 12

	Year 3	Year 2	Year 1
Sales Growth	—	—	—
Gross Profit Margin	—	—	—
Profit Growth	—	—	—
EBITDA	—	—	—