



## Mini-Grant Eligibility

### **Mini-Grant #1**

Participants must first have joined the PTE program, met with staff to discuss their business, and completed the program interest form to capture demographic information.

- After meeting with the PTE staff, the participant must complete their business plan and confirm that they would like to start their Business.

This first \$500 grant is designed to help with business launch and can be spent on the following:

- Articles of Organization of an LLC or any other Business Structure Formation
- QuickBooks Bookkeeping Software
- Purchase Insurance
  - General Liability Insurance
  - Worker's Compensation Insurance
  - Commercial Auto Insurance
- Other Expenditures with written email approval from PTE Staff

### **Mini-Grant #2**

Once the participant registers their business with the State of North Carolina and submits receipts for all approved expenses totaling \$500 from the first mini-grant, along with proof of business registration, they qualify for the second mini-grant.

- If the PTE participant joins the program after they have already registered their business, they are not eligible to receive the first mini-grant, but may still receive mini-grants according to where they fall within the PTE program's phases.

If considered to still be in the Launch Phase of the program, they are eligible for Mini-Grant #2. Businesses that are in the Launch Phase are still working to complete foundational elements of their business, such as registering their business name, applying for permits or licenses, setting up a business bank account, creating a website and establishing marketing, and more. It is the responsibility of PTE Staff to determine what phase participants are in.

The second grant will assist with building a website and marketing the business. The following products and services are approved for mini-grant #2:

- Purchasing a domain name for their website
- Website creation and annual hosting expense
- Business cards or other printed material
- Digital Marketing
  - Facebook Ads
  - Google Ads
- Other Expenditures with written email approval from PTE Staff

### **Mini-Grant #3**

After completing the Launch phase of the program, submitting all necessary receipts for the previous grant, and moving into the Grow Phase, participants can apply for the final mini-grant.

- In the Grow Phase, PTE participants are working to expand their business by finding initial clients, creating a positive cash flow, setting a goal of profitability to create financial security, connecting to local and regional communities, and developing business opportunities. Again, staff will determine what phase of the program participants are in after meeting with the participant. Joining PTE with an established business would be considered as being the Grow Phase. In this case, they will only qualify for Mini-Grant 3.

The funds for Mini-Grant 3 can also be spent on any areas that are approved from the first two grants if the business needs additional resources spent on earlier categories.

This third grant is designed to help participants grow their businesses to the point of sustainability. The following products and services are approved for mini-grant #3:

- Attending local business events and seminars located in Wake County, unless specifically approved beforehand.
- Obtaining relevant certifications for your business
- Taking a local business or relevant class at Wake Technical Community College or NC State University
- Joining local chambers of commerce and other business organizations
- Paying for equipment necessary to increase your capability as a business
- Joining a collaborative working space in Wake County
- Other expenditures with a written email approval from PTE Staff