

## ELEVATE Cohort III

**Hello Applicant:**

**The Coalition for Nonprofit Housing and Economic Development (CNHED) and George Washington University, School of Business (GWSB) are accepting applications for the Cohort III of the ELEVATE (Executive Leadership Education Venture Advancing Talented Entrepreneurs). This program is focused on helping local Minority Business Enterprises (MBEs) more effectively and efficiently manage their business' products and services and increase revenue and employment.**

**All applicants are required to upload their photo and submit a short 3-5 minute video to complete their application. The deadline to submit your application is Friday, August 26.**

**If you need assistance please contact Evette Banfield at [elevate@cnhed.org](mailto:elevate@cnhed.org).**

**Thank you!**

\* 1. First and last name

First name

Last name

\* 2. Name of business

\* 3. Check all of the affiliations that apply.

- Certified Business Enterprise (CBE)
- Minority Business Enterprise (MBE)
- Disadvantaged Business Enterprise (DBE)
- HUBZone
- 8(a) Business Development
- Small Business Enterprise (SBE)
- Veteran-owned Small Business (VOSB)
- Women Business Enterprise (WBE)
- Women-owned Small Business (WOSB)
- None of the above

Other (please specify)

\* 4. Please upload your photo that we can use for promotional purposes (i.e. file type such as png, jpg or jpeg)

Choose File

Choose File

No file chosen

\* 5. All applicants are required to submit **one short, 3-5 minute video** responding to the four (4) questions below.

- A. Describe a personal achievement that has had a significant impact on your business.
- B. Describe a business challenge have you faced, and how did you address it?
- C. What are your long-term aspirations for your business?
- D. How can the Elevate program help you design, build and grow your business?

**Please copy and paste the YouTube URL to your video in the space provided.**

\* 6. Please indicate what are the most important (Top 5) knowledge, skills and abilities you need to grow your business's products and services.

- |   |   |
|---|---|
| <input type="checkbox"/> Business model   | <input type="checkbox"/> Marketing  |
| <input type="checkbox"/> Cashflow management  | <input type="checkbox"/> Presentation skills                              |
| <input type="checkbox"/> Change management (i.e. strategy for dealing with change)                    | <input type="checkbox"/> Pricing and contract negotiation                 |
| <input type="checkbox"/> Contracting and procurement (i.e. insurance and bonding, responding to RFPs) | <input type="checkbox"/> Research and development (products and services) |
| <input type="checkbox"/> Financing strategies for growth  | <input type="checkbox"/> Risk management                                  |
| <input type="checkbox"/> Human management capital   | <input type="checkbox"/> Social media strategies                          |
| <input type="checkbox"/> Leadership and management  | <input type="checkbox"/> Supply chain management                          |
| <input type="checkbox"/> Legal and licensing  | <input type="checkbox"/> Strategic alliances and joint ventures           |
| <input type="checkbox"/> Networking and relationship building   |   |

Other (please specify)

\* 7. Do you currently have a board of advisors?

- Yes
- No

\* 8. What *percentage* of your business sales reflects your contracting and procurement client base? Please fill in the percent below (e.g. 25% local government, 75% consumer).

Consumer	<input type="text"/>
Federal government	<input type="text"/>
Local government	<input type="text"/>
Private sector (i.e. anchor institutions and corporations)	<input type="text"/>
<b>Total</b> (must equal 100%)	<input type="text"/>

\* 9. Which of the following “back office” functions do you have in-house or contract out?

	In-house	Contract Out
Accounting	<input type="radio"/>	<input type="radio"/>
Human Resources	<input type="radio"/>	<input type="radio"/>
Information and Technology	<input type="radio"/>	<input type="radio"/>
Legal	<input type="radio"/>	<input type="radio"/>
Marketing	<input type="radio"/>	<input type="radio"/>
Online billing system	<input type="radio"/>	<input type="radio"/>
Project management	<input type="radio"/>	<input type="radio"/>
Sourcing	<input type="radio"/>	<input type="radio"/>
Procurement	<input type="radio"/>	<input type="radio"/>

Other (please specify)

\* 10. Gender

- Female
- Male
- Transgender
- (please specify)
- Nonbinary
- Prefer not to respond

**\* 11. Contact information, email address and social media**

Business mailing address

Business email address

Business phone number

Business website

Cellphone number

LinkedIn

Twitter

**\* 12. Is your business headquartered in the District of Columbia?**

Yes

No

**\* 13. Ward business is located**

Ward 1

Ward 2

Ward 3

Ward 4

Ward 5

Ward 6

Ward 7

Ward 8

**14. Industry certifications**

Project Management Professional (PMP)

Certified Business Analysis Professional (CBAP)

Certified Supply Chain Professional (CSCP)

SAP Certified Application Associate—CRM

Other (please specify)

**\* 15. Education level**

- 2-year college
- 4-year college
- Graduate school
- Professional certification
- Other

**\* 16. Years owning your business**

**\* 17. Annual revenue for 2020 and 2021**

Revenue for 2020

Revenue for 2021

**\* 18. Industry**

- Real estate and construction
- Healthcare and life sciences (medical)
- Hospitality and tourism
- Media and communications
- Professional services (i.e. architecture, facilities management)
- Retail
- Technology
- Other
- Other (please specify)

**\* 19. Business structure**

- Sole Proprietorship
- Partnership
- Limited Liability Partnership
- Limited Liability Corp
- S-Corp
- C-Corporation
- Cooperative

**\* 20. Number of employees in 2020 and 2021**

Full-time in 2020	<input type="text"/>
Part-time in 2020	<input type="text"/>
Contractors in 2020	<input type="text"/>
Full-time in 2021	<input type="text"/>
Part-time in 2021	<input type="text"/>
Contractors in 2021	<input type="text"/>

**\* 21. Please provide contact information of a current business reference**

Name	<input type="text"/>
Business	<input type="text"/>
Email	<input type="text"/>
Phone	<input type="text"/>

**22. How did you learn about ELEVATE?**

- |  |   |
|--|---|
| <input type="checkbox"/> DC PTAC                     | <input type="checkbox"/> ELEVATE Graduate                                   |
| <input type="checkbox"/> LEDC                        | <input type="checkbox"/> Department of Small and Local Business Development |
| <input type="checkbox"/> WACIF                       | <input type="checkbox"/> George Washington University School of Business    |
| <input type="checkbox"/> DC SBDC (Howard University) | <input type="checkbox"/> Deputy Mayor of Planning and Economic Development  |
| <input type="checkbox"/> CNHED                       |   |

Other (please specify)