

2023 Dream Pitch Program

Official Application Instructions & Program Details

Last Updated: January 19, 2023



Overview

The Department of Small and Local Business Development (DSLBD) is excited to announce that we will be accepting applications for the **2023 Dream Pitch Program**, starting *January 23, 2023*.

The Dream Pitch Program is a 8-week cohort-based training program for microbusinesses in Ward 7 and 8 culminating into the **Dream Pitch Competition**. The Dream Pitch Competition is an opportunity for participants to pitch their business to a panel of judges, showcasing the knowledge gained through the program resulting in a pitch award between **\$2000 to \$7500**. Microbusinesses accepted into this competitive program will receive business development training in 4 areas:

- Business Pitch
- Financial Projections/Accounting
- Marketing & Branding
- Mentorship



Program Eligibility

Program eligible microbusinesses must have **fewer than five (5) employees**, the business must be **located** in Ward 7 or 8 and the **applicant must be a Ward 7 or 8 resident owning 51% or more of the business**. *This program is only for For-Profit businesses.* Applicants must be the business owner. **Participants in the 2022 Dream Pitch Program who received a pitch award and selected participants in the 2023 We Aspire Program are not eligible.**

How to Apply

Submit application to http://www.zoomgrants.com/zgf/Dream_Pitch_2023 All application and supporting documents must be submitted in the online application system.

Application Deadlines

Applications must be submitted by **March 6, 2023 at 2pm**. No Exceptions.

There are other deadlines that applicants should monitor.

Program Application Deadlines

1st PRE-ELIGIBILITY REVIEW	2ND PRE-ELIGIBILITY REVIEW	QUESTIONS	FINAL
FEBRUARY 6TH	FEBRUARY 20TH	MARCH 1ST	MARCH 6TH

Eligibility Pre-Review. Applicants who complete eligibility documentation requirements by or before Pre-Eligibility review deadlines, will receive a courtesy review and determination on their eligibility on a rolling basis.

Questions: All questions must be asked by the question deadline. Questions asked after the deadline cannot be guaranteed a response prior to the application deadline. All questions must be emailed or asked in a Drop-In Question session. **No phone calls accepted.**

Required Eligibility Documents

Program eligible microbusinesses must have **fewer than five (5) employees**, the business must be **located** in Ward 7 or 8 and the **applicant must be a Ward 7 or 8 resident owning 51% or more of the business**. Required eligibility documents must be submitted in the online application system.

Required documentation will demonstrate:

- Identity of the Majority Owner
- Proof of Residency in Ward 7 or 8
- Business Location
- Proof of Majority Ownership
- Business Size

All information, documents, and attestations must be submitted into the online system in the eligibility section for review. Applicants who do not meet eligibility requirements will not be evaluated. False information may result in program forfeiture.

Use the checklist below to ensure that you have all of the required information and documents prior to completing or submitting an application. **Please note that requirements have been broken down into two categories:**

- **Licensed Business**
- **Not Yet Licensed.**

View all requirements based on your business status at the time of application. **Review chart on the next page.**

REQUIRED ITEMS	LICENSED BUSINESS	NOT YET LICENSED
Photo ID		
Proof of Residency		
Valid DC Business License		
Attend a License Support Session		
Proof of Majority Ownership		
Employment Identification Number (EIN)		
Business Bank Account		
Business Size Attestation		
Majority Ownership Ward 7 or 8 Resident Attestation		

Learn more about each required item below:

Valid Photo ID	
DESCRIPTION	Valid photo ID for the majority owner reflecting an address located in Ward 7 or Ward 8.
APPROVED DOCUMENTS	<ul style="list-style-type: none">● DC issued Driver's License● DC issued Non-Driver Identification Card● Passport
NOTES	<ul style="list-style-type: none">● ID must be active and not expired.● Utilize the Master Address Repository system to verify the address ward location https://developers.data.dc.gov/marviewer/home

Proof of Residency	
DESCRIPTION	Documentation to prove residency in Ward 7 or Ward 8
APPROVED DOCUMENTS	<ul style="list-style-type: none">● Utility Bill● Bank Statement● Paystub● Formal Government letter verifying residency
NOTES	<ul style="list-style-type: none">● Document must be dated after January 23, 2023● Deed, Lease Agreement, and Water Bill are not approved documents● The owners name, address, and date must appear on the document

Valid DC Business License	
DESCRIPTION	Physical copy of the Business License issued by the Department of Licensing and Consumer Protection (DLCP)
APPROVED DOCUMENTS	<ul style="list-style-type: none">● Basic Business License● Professional Business License● Alternative Business License (if applicable)
NOTES	<ul style="list-style-type: none">● Must be searchable in the DLCP Business License database● License must be in Active status● Address on the business license must be located in Ward 7 or 8

License Support Session

DESCRIPTION	Attend one virtual license support session in partnership with the Small Business Resource Center (SBRC) to learn the more about the licensing process.
APPROVED DOCUMENTS	<ul style="list-style-type: none">● Copy of attendance confirmation email received from DSLBD.
NOTES	<ul style="list-style-type: none">● The sessions are scheduled for:<ul style="list-style-type: none">○ <i>Thursday February 9th @ 11am</i>○ <i>Thursday February 23rd @ 3pm</i>● SBRC https://dlcp.dc.gov/service/small-business-resource-center

Proof of Majority Ownership

DESCRIPTION	Document that displays the majority owner the business entity.
APPROVED DOCUMENTS	<ul style="list-style-type: none">● Articles of Incorporation● Operating Agreement● Trade name registration (Sole- proprietor)
NOTES	<ul style="list-style-type: none">● The owner information must be visible● Must have a file number

Employee Identification Number (EIN)

DESCRIPTION	An EIN also known as a Federal Tax Identification Number, is used to identify a business entity.
APPROVED DOCUMENTS	<ul style="list-style-type: none">● Enter the EIN in the system● Upload a copy of the EIN certificate
NOTES	<ul style="list-style-type: none">● Available for free at www.irs.gov

Business Bank Account

DESCRIPTION	Banking account for the Business
APPROVED	<ul style="list-style-type: none">● Voided Check (Must have the Business name and address)

DOCUMENTS	<ul style="list-style-type: none"> ● Direct Deposit Form ● Bank Statement
NOTES	<ul style="list-style-type: none"> ● The account should not be a personal account. ● The account needs to have the capacity to receive deposits

Business Size Attestation

DESCRIPTION	Attestation within the online system about Fulltime Employees (FTE) staffing.
APPROVED DOCUMENTS	<ul style="list-style-type: none"> ● Acknowledge the statement in the system with entering your full name.
NOTES	<ul style="list-style-type: none"> ● No uploads required ● Applicants shown to have falsely attested may forfeit participation in the program.

Majority Ownership Attestation

DESCRIPTION	Attestation within the online system about majority ownership of the business.
APPROVED DOCUMENTS	<ul style="list-style-type: none"> ● Acknowledge the statement in the system with entering your full name.
NOTES	<ul style="list-style-type: none"> ● No upload required ● Applicants shown to have falsely attested may forfeit participation in the program.

Selection Process

DSLBD will select program participants through a competitive application process. A review panel will be put together consisting of DC Government employees who review all **ELIGIBLE** applications received by the submission deadline of **March 6, 2023 at 2pm**.

The program team will review the panel recommendations and the Director of DSLBD will make the final determination of program participants.

The following criteria will be used to evaluate all eligible applications.

- Clear benefit for the Dream Pitch program participation & funding (25%)
- Business Goals & Growth Potential (50%)
- Commitment to the Business (25%)

Competitive Application Questions

The application is broken down into three sections and corresponds directly to the scoring criteria listed in the *Selection Process* section of this document.

Clear Benefit for Dream Pitch program participation & funding

1. Tell us about your business: What does your business do, how long have you owned it, and who runs it day to day?
2. Who are your customers and describe the market for your goods and services?
3. What are the biggest challenges and needs of your business right now and how will this program help you overcome them?
4. Why do you want to participate in this program?

Business Goals & Growth Potential

1. What is the dream for your business? (Vision for the business in the next year or beyond)
2. How do you plan to create awareness and promote your business?
3. If you received the top pitch prize of \$7500, how would you use it to grow the business?

Commitment to the Business

1. Tell us the why behind the business. How did the business come to be?
2. What preparation went into starting the business?
3. How have you utilized marketing, accounting and mentorship support in the business to date.

Program Acceptance Details

Notification of selected program participants will be made **on or before April 3, 2023**. Selected program participants will be required to attend the following before participation into the program:



Program On-boarding Session

PARTICIPANTS MUST JOIN AN IN-PERSON
SESSION TO LEARN PROGRAM AND PITCH
COMPETITION DETAILS AND EXPECTATIONS AND
NETWORK WITH OTHER PROGRAM
PARTICIPANTS

All selected program participants in addition to attending the the Program On-boarding session must do the following to participate and pitch in the **Dream Pitch Competition**:

- ☐ **Maintain active participation in the 8-week program.** Participants are required to attend a weekly training session. The program is a hybrid model, some sessions will be virtual and others in-person.
- ☐ **Attend Pitch Prep Sessions.** Additional opportunities will be made available to support participants in preparing for the Pitch Competition. Opportunities will include pitch run through, and slide deck development.

Only participants that complete the requirements listed above will be allowed to participate and pitch in the Dream Pitch Competition.

Dream Pitch Competition

The Dream Pitch Competition is an opportunity for participants to pitch their business to a panel of judges, showcasing the knowledge gained through the program resulting in a pitch award between **\$2000 to \$7500**. Participants will prepare a pitch deck and will have 5 minutes to pitch to the panel of judges who will evaluate the pitch on a scoring rubric and provide feedback.

For the competition, participating businesses will pitch against other participant businesses located in their respective ward. For example, if the business is located in Ward 8 you will participate in the competition against all of the Ward 8 participant businesses.

Participant businesses must meet the following requirements to be eligible to receive a pitch prize award:

- ***Pitch and participate in the Dream Pitch Competition.*** All participants must pitch in the competition for their respective ward.
- ***Have an Active and Valid Business License.*** Participants will have until **week 6** of the program to submit proof of a business license. If a participant business is unable to submit proof by the week 6 deadline but:
 - Maintains active participation in the 8-week program.
 - Participates and pitch in the pitch competition.
 - That business is **only eligible** for a pitch prize award of \$2000 and unable to participate in the battle of the wards pitch competition.

Any participating business that **does not participate and pitch** in the pitch competition is not eligible to receive a pitch prize award even if other requirements are completed.

Battle of the Wards Pitch Competition

The Battle of the Wards Competition is an opportunity for the top performing businesses in each of the wards to battle it out to be crowned the top ward. The 5 businesses with the highest performance in each ward will represent for their ward in the Battle of the Wards Pitch competition.



Restrictions on Allowable Uses of Funds

Pitch prize award funds must be used on business expenses.

Reservations

This section included reservations that DSLBD makes in releasing application rules.

A. Application Acceptance

Applications must be made through the online portal. DLSBD will not accept applications submitted via hand delivery, email, mail, or courier service unless accepted by DSLBD due to extenuating circumstances. DLSBD will not review late submissions or incomplete applications.

B. Reservations

Funding for any pitch prize award is contingent on continued funding available for this program.

Publication of these of these Official Rules does not commit DSLBD to make any funding prize awards.

DSLBD reserves the right to issue addenda and/or amendments subsequent to the issuance of the Official Rules, or to rescind the Official Rules. DSLBD will post addenda or amendments in the online application (see below). Applicants are responsible to review and adhere to any Official Rules addenda or amendments. Funding for pitch prizes is contingent on continued funding for this program. The Official Rules do not commit the Agency to make any funding awards.

DSLBD may suspend or terminate an outstanding Official Rules pursuant to its own authority or any DSLBD federal regulation or requirement.

DSLBD reserves the right to accept or deny any or all applications if DSLBD determines that it is in the best interest of the District to do so.

DSLBD shall not be liable for any cost incurred by an applicant in the preparation of one or more applications for this program. The applicant understands and agrees that all costs incurred in developing and preparing any application shall be the applicant's sole responsibility.

DSLBD may conduct pre-award on-site visits to verify information submitted in an application.

DSLBD serves as their own reference in evaluating applications.

DSLBD may enter into negotiations with a program participant and adopt revisions of the participant's application that may result from negotiations.

In the event of a conflict between the terms and conditions of the program application and any applicable federal or local law or regulation, or any ambiguity related thereto, then the

provisions of the applicable law or regulation shall control and it shall be the responsibility of the applicant to ensure compliance.