



Allentown Retail Mosaic Program Forgiveable Loan Fund Application

Part I: Information

Company Name: _____ **Contact Person** _____

Email Address: _____

Address: _____

Federal Taxpayer ID Number / Social Security Number _____ / _____

Telephone: _____ **Current /Projected Employees (Three Years)** _____ / _____

Business License Number _____ **NAICS Number** _____
<http://www.census.gov/eos/www/naics/>

Executive Summary

Business Concept
Describe concept /local market strategy.

Management *Briefly list key team, roles, and experience.*

Targeted Markets *Quantify market potential and target markets. Provide market description.*

Competition *List key competitors, direct or indirect.*

Product Line *Briefly detail product strategy.*

Job Creation Company must hire 2 FTE's meeting low –mod income requirements over next 3 years – list jobs & wage structure for next three years.

Financial Forecasts
Double click cells to open spreadsheet; click outside cells to close.

	Actual Results (If applic.)		Forecast Results				
	Prev. FY	Curr. FY	Yr. 1	Yr. 2	Yr. 3	Yr. 4	Yr. 5
Revenues							
Expenses							
	\$0	\$0	\$0	\$0	\$0	\$0	\$0

Critical Path Items
Briefly describe key accomplishments and future critical milestones and dates.

Owner Equity To Date or Projected

Other Funding

Financial Request / Proposed Collateral List requests from retail seed fund and proposed collateral).

Uses of Financial Proceeds

Outside Advisors
List names and firms – accounting, legal, business consultants.

Part I (Information) of the application must be submitted with a completed business plan in order to be considered for the Retail Mosaic Forgivable Loan Fund. Submit Part I immediately with business plan for preliminary consideration. If your business is selected for consideration, you will be contacted to submit a full application, with related materials. See checklist for documents that you should have prepared and ready for submission, if selected.