

Solicitud para una Subvención EDGE

Cómo darle a su solicitud la mejor oportunidad para tener éxito

Rondas EDGE Anteriores



Ronda 1, Verano de 2019



Ronda 2, Invierno de 2019



Ronda 3, Verano 2021

Subvenciones EDGE

- 2 Categorías
 - *STEM*
 - Emprendedor
- Premios
 - \$100k en *STEM* – 5 premios
 - \$25k en Emprendedor – 10 premios
- Proceso competitivo
 - ~280 solicitudes en la última ronda
 - 23 finalistas
 - 15 ganadores

¿Quién es elegible?

- 0-5 años en el negocio
- <10 empleados a tiempo completo o "FTE" (Equivalente a Tiempo Completo)
 - FTE: 2 a tiempo parcial = 1 a tiempo completo
 - <10 horas por semana o < 4 meses al año no cuentan en absoluto
- La mayoría ubicados en Delaware
- Activos netos <\$500,000
- No haber recibido previamente una Subvención del Fondo Estratégico

Formato

- Fuente *Times New Roman*, tamaño de la fuente 12, doble espaciado
- Máximo de 20 páginas, incluyendo anexos y finanzas
 - Se requiere de un Estado de Balance general y de Ingresos
- Se debe enviar en PDF por medio electrónico a edgegrants@delaware.gov

STEM Rubric

Return on Investment				
0 - 10	11 - 20	21 - 27	28 - 35	35 - 40
<p>- Company did not submit adequate information to make a determination of the ROI of the grant.</p>	<p>- Proposal shows that the company would be utilizing the grant as part of a crucial funding source in the development of a new product or service, but does not explain convincingly why this is a major innovation in the field.</p> <p>- Proposal attempts to show some ROI to the state for the grant investment, though more detail is needed and/or the defined ROI is not appropriate.</p> <p>- Proposal fails to show a coherent path for fundraising beyond EDGE grant to meet significant capital needs associated with a development lifecycle.</p> <p>- Proposal fails to explore alternatives for the company to succeed if stated research or innovation does not succeed.</p>	<p>- Proposal shows that the company would be utilizing the grant as part of a crucial funding source in order to develop a new innovation or disruptive technology in a given field. This innovation and its impact on the given field is explained, though not in a clear or convincing manner.</p> <p>- Proposal shows that a successful development of technology or successful research discovery may lead to a potential ROI for the state's grant investment, either through direct or indirect means. This is not unsupported with convincing data however, or the horizon is more than 10 years.</p> <p>- Proposal attempts to show how an EDGE grant would enable the company to attract additional fundraising over the coming years, though an end goal is undefined or unrealistic given supporting explanation.</p> <p>- Proposal fails to explore alternatives for the company to succeed if stated research or innovation does not succeed.</p>	<p>- Proposal shows that the company would be utilizing the grant as part of a crucial funding source in order to develop a new innovation or disruptive technology in a given field. This innovation and its impact on the given field is explained adequately with data, though some questions remain.</p> <p>- Proposal shows that a successful development of technology or successful research discovery would lead to a significant ROI for the state's grant investment, either through direct or indirect means.</p> <p>- Proposal attempts to show how an EDGE grant would enable the company to attract additional fundraising over the coming years, though an end goal is undefined or the level of funding needed for commercialization appears unrealistic.</p> <p>- Proposal explores alternatives for the company to succeed, though not in any great detail or in a convincing fashion.</p>	<p>- Proposal shows that the company would be utilizing the grant as part of a crucial funding source in order to develop a new innovation or disruptive technology in a given field. This innovation and its impact on the given field is explained thoroughly with data.</p> <p>- Proposal shows that a successful development of technology or successful research discovery would lead to a significant ROI for the state's grant investment, either through direct or indirect means.</p> <p>- Proposal maps out in a clear and coherent manner how an EDGE grant would enable the company to attract additional fundraising over the coming years to a level that supports commercialization of the product within ten years.</p> <p>- Proposal explores alternatives for the company to succeed even if the initial goal of research or initial aim of discovery fails to be achieved.</p> <p>- Research or innovation pursued aligns with strategic goals of other Delaware stakeholders such as public institutions of higher education, economic development efforts of the community, and other community organizations.</p>

Business Need				
0 - 10	11 - 15	16 - 20	21 - 25	26 - 30
<p>- Proposal shows little to no justification of why the grant will address a business need.</p> <p>- No project budget is included with proposal.</p>	<p>- Proposal makes some effort to describe how the grant will meet a need of the business.</p> <p>- Proposal fails to adequately explain how grant will directly improve the business in order to address stated need, or fails to adequately explain the importance of the stated business need.</p> <p>- Budget and business need are not clearly aligned and insufficient effort is made to explain the link, or items in budget are not clearly explained.</p>	<p>- Proposal provides an adequate explanation of how the grant will address an important need of the business.</p> <p>- Business need is clearly stated, and data is given to support why the need is important.</p> <p>- Proposal fails to consider alternative solutions to the Business need that would not require grant funds.</p> <p>- Budget and business need are not sufficiently aligned- budget items seem unaligned with the stated need or just loosely tied to accomplishing the need.</p>	<p>- Proposal provides a compelling explanation of how the grant would address an important need of the business, but does not include significant or compelling data to support this claim.</p> <p>- Proposal considers some alternative ways to accomplish business need but fails to provide adequate justification for why the stated project is the most effective way of doing so.</p> <p>- Business need is completely tied back to proposed project budget- all items in budget are explained and shown to be consistent with fulfillment of targeted business need.</p>	<p>- Proposal provides a compelling explanation of how the grant would address a unique business need or business opportunity that cannot be easily accomplished using current resources. Data, including an estimation of market size, market growth, company projected sales growth, and competitive analysis is provided to justify these claims.</p> <p>- Proposal considers multiple alternative ways of accomplishing the business need and clearly justifies why the grant proposal is the most effective and efficient way of doing so.</p> <p>- Business need is completely tied back to proposed project budget- all items in budget are explained and shown to be consistent with fulfillment of targeted business need.</p>

Entrepreneur Rubric

Business Need				
0 - 10	11 - 15	16 - 20	21 - 25	26 - 30
<p>- Proposal shows little to no justification of why the grant will address a business need.</p> <p>- No project budget is included with proposal.</p>	<p>- Proposal makes some effort to describe how the grant will meet a need of the business.</p> <p>- Proposal fails to adequately explain how grant will directly improve the business in order to address stated need, or fails to adequately explain the importance of the stated business need.</p> <p>- Budget and business need are not clearly aligned and insufficient effort is made to explain the link, or items in budget are not clearly explained.</p>	<p>- Proposal provides an adequate explanation of how the grant will address an important need of the business.</p> <p>- Business need is clearly stated, but is overly broad and/or not specific to a direct business improvement plan.</p> <p>- Proposal fails to consider alternative solutions to the Business need that would not require grant funds.</p> <p>- Budget and business need are not sufficiently aligned- budget items seem unaligned with the stated need or just loosely tied to accomplishing the need.</p>	<p>- Proposal provides a compelling explanation of how the grant would address an important need of the business, and includes some data to support this claim. This may include an estimation of market size, market growth, company projected sales growth, and competitive analysis.</p> <p>- Proposal considers some alternative ways to accomplish business need but fails to provide adequate justification for why the stated project is the most effective way of doing so.</p> <p>- Business need is completely tied back to proposed project budget- all items in budget are explained and shown to be consistent with fulfillment of targeted business need.</p>	<p>- Proposal provides a compelling explanation of how the grant would address a unique business need or business opportunity that cannot be easily accomplished using current resources. Data, including an estimation of market size, market growth, company projected sales growth, and competitive analysis is provided to justify these claims.</p> <p>- Proposal considers multiple alternative ways of accomplishing the business need and clearly justifies why the grant proposal is the most effective and efficient way of doing so.</p> <p>- Business need is completely tied back to proposed project budget- all items in budget are explained and shown to be consistent with fulfillment of targeted business need.</p>

Return on Investment				
0 - 10	11 - 15	16 - 20	21 - 25	26 - 30
<p>- Company did not submit adequate information to make a determination of the ROI of the grant.</p>	<p>- Company shows little or no data to support a positive ROI for state over a 5 year time period, or cannot show positive ROI over this time frame.</p> <p>- Significant downside risks of business are unaddressed in proposal</p>	<p>- Company shows some data to support a positive ROI for state over a 5 year time period, though projections are unsupported.</p> <p>- Business attempts to demonstrate that it can survive even if projections are not met.</p>	<p>- Company shows compelling data to support a positive ROI for state over a 5 year time period, though projections are questionable and/or overly aggressive.</p> <p>- Potential for growth or sustainability of business is significant.</p> <p>- Business explores how it may perform under different levels of sensitivity in key projections (sales are low, costs are higher).</p>	<p>- Company shows compelling data to support a positive ROI for state over a 5 year time period using conservative assumptions.</p> <p>- Potential for growth of business is significant.</p> <p>- Risk of failure of business is mitigated with explanation of how business would perform even if top line projections are not met. Demonstrated through thorough sensitivity analysis.</p>

Entrepreneur Rubric

Competitive Advantage Gained			
0 - 5	6 - 10	11 - 15	16 - 20
<p>- Proposal contains little or no data analysis of firms marketplace and competition.</p> <p>- Proposal fails to adequately analyze the competitive advantage gained from the grant award.</p>	<p>- Proposal contains little or no analysis of the firms marketplace.</p> <p>- Proposal does not consider why the solution presented is the most effective and efficient way of gaining the competitive advantage sought.</p> <p>- Proposal contains no customer insights.</p>	<p>- Proposal contains some analysis of the firms marketplace and attempts to break down major competitors and future of market (potential for new entrants, technological disruption, etc).</p> <p>- Proposal considers why the solution presented is the most effective and efficient way of gaining the competitive advantage sought.</p> <p>- Proposal contains some customer or potential customer insights to support its claim to be able to win and sustain a competitive advantage in their defined market.</p>	<p>- Proposal contains a thorough analysis of the firms marketplace and breaks down major competitors as well as any dominant national firms, and how each would pose challenges. Also analyzes future of market (potential for new entrants, technological disruption, etc).</p> <p>- Proposal considers why the solution presented is the most effective and efficient way of gaining the competitive advantage sought.</p> <p>- Proposal contains thorough customer or potential customer insights to support its claim to be able to win and sustain a competitive advantage in their defined market.</p>

Community Impact				
0 - 2	3 - 4	5 - 6	7 - 8	9 - 10
<p>- Proposal does not include a significant explanation of the impact the business will have on its local community.</p>	<p>- Proposal gives some explanation of how the success of the business will have a positive impact on the surrounding community.</p>	<p>- Proposal gives some explanation of how the success of the business will have a positive impact on the surrounding community.</p>	<p>- Proposal gives a compelling explanation of how the success of the business will have a significant positive impact on the surrounding community, whether through job opportunities, economic growth, or other means.</p>	<p>- Proposal gives a compelling explanation of how the success of the business will have a significant positive impact on the surrounding community. This extends beyond job growth and economic activity to include philanthropic and/or local contributions to improve the surrounding community.</p>

Lo Básico



Áreas de Enfoque

- Tamaño del mercado: vaya tan lejos como pueda con datos, luego haga suposiciones
 - Cuanto más específicos, mejor, ¿quiénes son nuestros clientes?
- Defina su competencia
 - Piense en sus clientes- ¿qué es lo que compran en lugar de esto?
 - ¿En qué lugar del mercado se encuentra usted?
- Desafío: Confíe en mí, tiene lo que necesitan
 - ¡Pero eso está bien!

Finanzas

- Asegúrese de incluir una declaración de ingresos Y un balance general.
- Las mejores aplicaciones incorporan los datos financieros en la propuesta.
- No evaluamos las finanzas como parte del proceso de calificación, solo nos permite comprender mejor la narrativa.
- ¿Cuál es la diferencia? ¿Qué pasa si aún no está vendiendo nada?

Balance general vs Estado de ingresos

- Balance de situación- una instantánea de lo que posee su empresa (activos) y cómo se financiaron esas cosas (pasivos vs. patrimonio)
- Recuerde, un balance general muestra los artículos al precio en que se compraron o el costo incurrido para fabricarlos. Si no puede ponerle un precio, ¡probablemente no pertenezca en el balance general!
- El Estado de resultados muestra el flujo de ingresos contra los gastos durante un período determinado y muestra el resultado final: ganancias o pérdidas.

Consejos de ganadores anteriores

- Utilizar la rúbrica como un mapa de ruta de la aplicación
 - La rúbrica puede ayudarle a comprender los puntos fuertes y débiles del negocio
- Sea específico en cuanto al uso de la subvención y el beneficio empresarial
 - No solo diga "el dinero es para el equipo"
 - Especifique el equipo y el aumento de la producción que permitirá
- Haga una verdadera investigación para determinar el mercado y la competencia
 - Datos demográficos de la Oficina del Censo sobre la zona de la empresa
 - Nivel de ingresos, población, tamaño de la familia, edad
 - Hable con la asociación comercial
- Hable con un Director comercial regional antes de enviar

La División en las redes sociales

**Actualizaciones
e información
importante se
comparte con
frecuencia en las
redes sociales.**



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Contacte la División

- En línea
 - Visite **www.delbiz.com/edge**
 - Rellene el formulario de contacto, para llegar a la persona
- Correo electrónico
 - **business@delaware.gov**
- Teléfono
 - Número principal – 302-739-4271
- Directores regionales de negocio
 - Joe Zilcosky – Área de Wilmington
 - David Mathe – Condado de New Castle
 - Laura Wisler – Condado de Kent
 - Lauren Swain – Condado de Sussex



**!Gracias!
¿Preguntas?**