



# Application

<b>Applicants</b>	Company Information	Executive Summary	Business Plan Key Concepts
Loan Request	References	Required Attachments	

Completed forms must be either mailed to Wichita City Hall or hand delivered to the first floor Information Desk at City Hall to the attention of PROPEL Loan Program. Completed forms will not be accepted at the libraries or Atwater Neighborhood Center.

Mailing Address:  
 City of Wichita  
 Attn: PROPEL Loan Program  
 13th Floor  
 455 N. Main

Today's Date

## Applicant Personal Information and History

Wichita, KS 67202

First Name \*

Last Name \*

Middle Initial \*

Email \*

Phone

(###) ###-####

Address \*

Street Address

Address Line 2

City

State / Province / Region

Postal / Zip Code

Country

Date of Birth



Veteran

No Yes

**Race** American Indian or Alaska Native Asian  
Black or African American Middle Easter or North African  
Native Hawaiian or Other Pacific Islander Some other race or ethnicity  
White

**Ethnicity** None Hispanic Latino

**SSN\***  
###-##-####

**U.S. Citizen** Yes No

**Signature** Initial below, to indicate your acknowledgement of your response to citizenship question above.

**Lawful Permanent Resident?** Yes No  
If not a Citizen, are you a Lawful Permanent resident

**Subject of Investigations** Yes No  
Are you presently subject to an indictment, criminal information, arraignment or other means by which formal criminal charges are brought in any jurisdiction?

**Arrests** Yes No  
Have you been arrested in the past 12 months for any criminal offense?

**Criminal Offenses** Yes No  
For any criminal offense — other than a minor vehicle violation — have you ever: (1) been convicted; (2) plead guilty; (3) pleaded no contest; (4) been placed on pretrial diversion; (5) been placed on any form of parole or probation (including probation before judgment; (6) been placed on any sex offender registry?

For more information contact The PROPEL Help Desk with the NetWork Kansas Referral Center 877-521-8600. The PROPEL Help Desk is available to respond to inquiries weekdays from 9:00 a.m. to 5:00 p.m.





# Application

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**Business Name \***

As shown on your income tax form

**EIN or SSN**

##-##### or ###-##-####

**Stage**

Start-up    Expansion    Stabilization

**Structure**

Sole Proprietorship    S Corp    General Partnership  
Limited Partnership    Limited Liability

**Phone Number**

**Email**

**Address**

Street Address

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**NAICS Code**

**Date Established**



<b>Nature of Business</b>	Manufacturing	Retail	Wholesale
	Service	Other	
<b>Certifications based on majority ownership</b>	DBE	MBE	WBE
<b>Is Business a party in any lawsuit?</b>	Yes	No	
<b>Cash or Accrual Accounting System?</b>	Cash	Accrual	

**Impact**

**Full-Time**

How many employees do you currently have?

**Part-Time**

How many part-time employees do you currently have?

**Gross Sales**

How much in sales does your company gross, on average annually?

**Owners**

Add as many owners as necessary.

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**First Name**

**LastName**

**Middle Initial**

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**First Name**

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Company Information

**Executive Summary**

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### Company Introduction

In five sentences or fewer, introduce your company and its owners.

### Description

Briefly describe your products and/or services.

### Intended Use

How do you intend to use the funds?

### Expected Results

If approved, how will this funding help your company grow or strengthen its operations?

### Company Goals

What goals do you want your company to accomplish in the next three (3) years?



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*A Business Plan provides a blueprint of your company to be followed throughout your company's lifetime and therefore must be kept updated. For the purpose of this loan application, key concepts of your business plan are requested for you to clearly and concisely demonstrate how the funds you are requesting will further your company's goal and increase its profits allowing your company to maintain its cash flow and repay the loan with interest, on time and in full.*

### Mission

#### Purpose

What purpose does your company serve and how does it execute that purpose?

### Goals

#### Goals

What processes are you planning to implement and/ or changes you are planning to make in the short and/ or long run (and how will you implement it) that will help your company better execute its purpose?

### Vision

#### Future Vision

Imagine your company's future and describe what you see.

## Organization

### Organization Structure

Briefly describe your company's organization structure. (Attach charts in Attachment Section of Application)

## Products and/or Services

**Products or Services** What products and/or services does your company provide?

**Uniqueness** What sets your company's products and/ or services apart? What is unique about what your company provides?

**Price Determination** Describe how your company determined the price(s) of your products and/ or services?



## Customers

### Description of Customers

Who are your customers? Describe your target market.

### % Online Customers

What percentage of your customers shop online?

### % In Person Customers

What percentage of your customers shop in person?

### Expectations

What do you believe your customers expect from your company, its products and/or services and what are you currently doing or plan to do to meet those expectations?

### Customer Rating

How do your customers typically rate their customer experience?

## Sales

### Average Monthly Sales

Currently, what are your average sales per month?

### Average Monthly Customers

Currently, what is your average number of customers served per month?

### Estimate of Spending

Estimate the average amount each customer currently spends per month?

## Three Year Projected Sales

### Estimate of Customers Served

Estimate the number of customers you plan to serve in three years to meet your projected sales?

### Estimate of Spending

Estimate the average amount each customer will spend in three years?

## Company and Industry Awareness

### Industry

What industry does your company operate in?

### Strengths and Weaknesses

What are your company's competitive strengths and weaknesses? How will weaknesses be addressed?

### Core Competencies

What are your company's core competences?

### Challenges

What challenges does your company face (for example: problems with securing supplies, hiring competent staff, problems with your distribution channels, unable to competitively compete with the competition in certain areas, etc.)?

## Company and Industry Awareness

### Barriers

Describe barriers to entry that new companies face coming into this business industry that might slow or deter their entry?

### Opportunities

What opportunities and threats does your company face and how will they be addressed?

## Advertising/Marketing

### Advertising Methods

What methods are you currently using to advertise your company's products and/ or services?



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**Please note:** Fees and closing costs will be added to the loan request. There are no early pay-off penalties. Repayment by ACH required.

### Request Amount

**Terms**                                      12 Months                      24 Months                      36 Months

**Purpose of Loan**                          Inventory    Equipment    Capital Equipment  
     Supplies    PPE    Other

**Plan for Repayment**                      Describe your plan and resources for repayment of loan.

### Investment

How much are you investing to help cover your company's financial need?

### Source of Investment

What is the source of your investment funds?

### Loan Impact

How do you anticipate the loan impacting your company?

### Acknowledge Funds for Business Purpose

Initial to acknowledge that the funds you're requesting are for a business purpose.



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**References**

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### Professional References

Add as many references as desired

**First Name**

**Last Name**

**Relationship to applicant**

**Email**

**Phone Number**

(###) ###-####

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### Company

**Organizational Chart** Attach one chart representing current organizational structure and if applicable, another chart showing anticipated changes in organizational structure over the next five years.

**Modified Income Statement (Excel)** The Loan Review Team may request a Modified Income Statement during the review process.

### Owners

**Resume's of majority owners** Resumes of majority owners (those who own 20 percent or more of the company)

### Bank Statements

(primary borrower, co-signer)

**Personal and Business Bank Statements** Personal and Business Bank Statements - 12 months of statements

### Tax Returns

(primary borrower, co-signer)

**Personal and Business Tax Returns** Personal and Business Tax Returns - for most recent year prior to application

### Credit Reports and Scores

(primary borrower, co-signer)

**Credit Reports** Personal Tax Return - for most recent year prior to application

**Credit Score** Credit Score - within 30 days of application