

Applicants

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 Wichita Public Libraries or Neighborhood Resource Center.

Mailing Address:
City of Wichita
Attn: PROPEL Loan Program
13th Floor
455 N. Main
Wichita, KS 67202

Today's Date

Applicant Personal Information and History

First Name *

Last Name *

Middle Initial *

Email *

Phone

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

Applicant 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 Eastern 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

Company Address

Street Address

Address Line 2

City

State / Province / Region

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Country

NAICS Code

Date Established



Nature of Business	Manufacturing	Retail	Wholesale
	Service	Other	
Certifications based on majority ownership	Disadvantaged Business Enterprise	Minority-owned Business Enterprise	Woman-owned Business Enterprise
Is Business a party in any lawsuit?	Yes	No	
Cash or Accrual Accounting System?	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.

First Name

Last Name

Middle Initial

Email

Address

Street Address

Address Line 2

City

State / Province / Region

Postal / Zip Code

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First Name

Last Name

Middle Initial

Email

Address

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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.

Service Area*

Briefly describe the service area of the company.

Target Population*

Briefly describe how the company serves low to moderate income persons and neighborhoods.

Intended Use*

How do you intend to use the funds?



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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

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

Future Vision

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

Organization Structure

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

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.

Customer Location

% 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.)?

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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Professional References

Add as many references as desired

First Name

Last Name

Relationship to applicant

Email

Phone Number

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

Address

Street Address

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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) Download the Modified Income Statement spreadsheet at www.wichita.gov/propel. Complete and upload with your application materials.

Owners

Resumes of majority owners Attach 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

Attach 12 months of Business and 12 months of Personal Bank Statements

Tax Returns

(primary borrower, co-signer)

Business Tax Returns

Attach Business Tax Return for most recent year prior to application

Credit Reports and Scores

(primary borrower, co-signer)

Credit Reports Attach Credit Report for most recent year prior to application

Credit Score Attach Credit Score from within 30 days of application