



Small Business Incentives Application Instructions

Process:

1. Review eligibility requirements and restrictions, incentives descriptions, application requirements and FAQ.
2. If at any point in the application process you have questions about the incentives or any elements of the application or review process, please email us at:

smallbusinessincentives@topekapartnership.com

3. Prepare your proposal and compile your application materials. This may require you to get price quotes and/or project plans, to connect with a support resource, develop a business plan, or have received a matching grant prior to submitting your application. After you have compiled your materials, write your application cover letter.
4. Submit the PDF of the initial application to smallbusinessincentives@topekapartnership.com.
5. Completed applications will be reviewed by the Small Business Incentives Applications Review Committee within two weeks of closing date of the application window, with the exception of the SBIR Grant Writing Assistance Incentive, which has a separate Innovation Review Committee. Applicants will be notified of the Review Committee's decision within three weeks of the closing date of the application window.
6. Before spending funds, wait for notification of the Review Committee's decision. For some projects, you may be requested to submit monthly progress reports. For expense reimbursements, submit itemized receipts for preapproved expenses within the approved time frame. Follow-up visits or review may be required before disbursement of funds.



Supporting Documents for All Incentives:

- Cover Letter, which contains relevant information for each incentive for which you are applying
 - › Proposed use(s) of funds
 - › Description of how the proposed use(s) of funds will help to improve the business, e.g., enter new markets, better meet market demand, achieve growth objectives, increase gross revenues, improve profitability, enable the business to hire more employees or pay higher wages, achieve quicker business startup, pivot business model for improvement sustainability
 - › Timeline for use of funds
 - › Relevant benchmarks and proposed milestones
 - › Measures of success
 - › Description of management team
 - › Description of your presence in Topeka or Shawnee County
- If the business is an existing business, please also upload:
 - › W-9
 - › Most recent business income tax return
 - › Current business license(s), if applicable
- If the business is pre-venture, please upload most recent personal income tax return.
- Proposed Use of Funds worksheet for each incentive being applied for



- If the business has been open for less than two years and is applying for Marketing, Construction & Renovation, Equipment, Architect & Design, Professional Services Directly Related to Commercialization and/or Global Markets Matching Incentive, a business plan is required. For SBIR and POC incentives, a market implementation plan may be substituted for a business plan. A business plan typically includes the elements below. If you need assistance with your business plan, we can refer you to a resource.
 - Business description
 - Ownership structure
 - Mission (What is the business's reason for being?)
 - Vision (long-term)
 - Purpose of the plan (Is this a plan for a business start, expansion, pivot, etc?) Funding Needs
 - (Uses and sources of funds)
 - Location (Pros and cons)
 - Brief description of operations and logistics
 - Staffing
 - Market Research
 - Marketing Strategy
 - SWOT Analysis
 - 3 Year Projected P&L and Cash Flow Analysis
 - For SBIR and POC incentives, a market implementation plan may be used as a substitute for a business plan.
- Please note that businesses under 2 years old will also be required to work with - or demonstrate that they have worked with - a small business support resource such as one of the cohort programs offered through GO Topeka, the Washburn University SBDC (small business development center), Shawnee Startups, Network Kansas, or Omni Circle Group. Please submit a letter of support form, or letter of intent to work with, a qualified small business support resource.
(Please contact smallbusinessincentives@topekapartnership.com if you have another small business support resource that you would like to qualify.)
- If the business is a franchise, please supply the franchise agreement



Additional Supporting Documents

- For Construction & Renovation
 - Project description and/or drawings
 - EFPTS-941 if claiming 10 - 100 employees
- For Equipment
 - EFPTS-941 if claiming 10 - 100 employees
- For Architect & Design
 - Documentation of working with the City of Topeka or Shawnee County on a construction or renovation project
 - Project description and/or drawings (during erformance stage of incentive)
- For Professional Services or Consultancy Directly Related to Commercialization
 - Describe what you are attempting to commercialize (e.g., bringing a new product to market with FDA approval) and/or your pathway for commercialization (e.g., pursuing a federal government contract as a subcontractor to a large prime)
- For Global Markets Matching Grants
 - Proof of receipt of Kansas International Trade Marketing Assistance Program (KITMAP), Kansas International Trade Show Assistance Program (KITSAP), or State Trade Expansion Program (STEP) grant from the Kansas Department of Commerce, amounts, and date(s). Matching funds should be within 12-months of incentive application date.
- For POC Match
 - One pager:
 - What is the innovation?
 - What is the problem that it is solving?
 - What are the competing solutions?
 - What is the commercial market targeted?
 - Management team accomplishments.
 - Proof of POC funding match (e.g., KITE POC) and what date was it awarded. Matching funds should be within 12-months of incentive application date.



- For SBIR Grant Writing Assistance Incentive
 - One Pager
 - What is the innovation?
 - What is the problem that it is solving?
 - What are the competing solutions?
 - What is the commercial market targeted?
 - To what federal agency/agencies might you apply?
 - Do you have an application deadline?
 - Management team accomplishments.
 - Letter of Recommendation
 - Letter should address the extent to which the idea is innovative, the problem that it would solve, commercial potential and applicant's ability to manage a long-term project
 - Letter should come from someone outside of the company with relevant industry knowledge and familiarity with the applicant
- For SBIR/STTR Match
 - One Pager
 - Project description
 - Proof of SBIR/STTR award date. Matching funds should be within 12-months of incentive application date.

