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**The M Club** at the Colorado Women’s Chamber of Commerce

**The M Club Program Application**

**Program Background**

Women-owned businesses across the US are not scaling and growing at the rate of businesses owned by men. Less than 1% reach more than $1 million in gross revenue and 86% have only one employee—the owner. At the Colorado Women's Chamber of Commerce, we believe reaching the $1 million mark or "The M Club" should be within reach of any female-identifying business owner who WANTS to grow to this size and above. We understsand that not every business owner wants to hit the M Club, but if you want to, it should be easy to get access to the tools you need. Currently, women don't receive funding at the same rate as men, and because of this they lack the necessary expertise and resources to grow. The goal of this program is to provide you with the necessary foundation to reach your revenue goals through the CWCC and our board of advisors.

**The Program**

CWCC Members or Potential Members will apply to be a part of ***The M Club,*** where we help women-owned businesses scale to over $1million in revenue. Our group and one-on-one mentoring with seasoned business owners and experts, as well as an individualized curriculum, will provide much-needed resources and access to capital for *three* women-owned businesses in 2021.

The business leaders that go through the M Club program will be a part of creating true system change, while gaining success and power in business. Who is the ideal candidate?

* Businesses that are past start up mode
* Current revenue is $250k or above (we don’t want to discourage applying if there’s potential and drive to reach this revenue goal, so apply if you are close!)
* Have the potential to scale to $1M within 2-3 years
* Are ready to make a commitment towards growth

Please make sure to read through and complete the application, and submit additional requirements listed at the end of the application.

**Application Questions**

Full Name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Email: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_Phone:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Business Name:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Industry:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  
How many employees does your business have? ­­­­­­­\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  
How long have you been in business? \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  
What’s your current gross revenue? \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  
What’s your current net revenue? \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

What’s the story and idea behind your business? Why did you start it and/or what are you trying to accomplish?  
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Tell us why you want to grow.  
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In one paragraph or less, tell us about the key value proposition of your business. What makes it stand out in the market? How are you distinct from your competitors?  
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If you had more funds available for things like marketing, business development, operations or support, what investments would you make in fostering business growth?  
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In the past, what has your approach been to borrowing or investing and in the future, what mode of funding do you feel best supports your vision for growth?  
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Who are your strategic partners that provide additional support to you?  
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What is your organizational structure or org chart? (Please feel free to attach it here)

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Do you have a board of directors or advisors for your company? And if so, who are the members?

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How would you prioritize investments in your company between initiatives that drive revenue, profits, culture or product/service innovation by percentage for each? Or in other words, if someone gave you $1million to invest in your organization, what would you do with it?  
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If you had available funding, how much might you need to achieve $1M in revenue and what would be your key strategies for achieving this goal?  
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What industries are you in? Is the market growing, stable or shrinking? What potential growth opportunities do you see within your market?  
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What would you say is your reputation in the market?  
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In one paragraph or less, tell us about the key value proposition of your business. What makes it stand out in the market? How are you distinct from your competitors?  
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Where are you seeing success today?  
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Why do you think you have high-growth potential, or what’s holding you back if not?  
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How do you feel about growth? Are you satisfied with where you are or do you want to shoot for the stars?  
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Do you volunteer or give back in the community and how?  
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**Other Requirements**

Please attach all of these items to your application:

* 3-minute video showing us your passion for your business and what you do
* Three References
* All Financial Statements-2 years
  + Profit and Loss
  + Cashflow Statement
  + Tax Returns

**Application Deadline – April 7th, 2021, by 5pm**

**Send applications to info@cwcc.org.**