**Business History (300 words)**

Provide the background to your business. Share how it began, its major achievements, and important milestones. This gives context to where you are now and where you're headed.

**Business Values (300 words)**

Describe your company values and what activities you undertake to ensure that you are operating ethically and with integrity.

**Market Analysis (600 words)**

Conduct a thorough examination of the environmental factors impacting your industry using a PESTLE Analysis to dissect political, economic, socio-cultural, technological, legal, and environmental dimensions. Explain how these factors and trends will inform your business strategy.

Conduct a SWOT Analysis to outline the Strengths, Weaknesses, Opportunities, and Threats of your business. Based on this analysis, explain how your business plans to engage competitively in the marketplace.

**Core products & Services (600 words)**

Explain what makes your business unique. Describe your products/services, the usual activities involved, and the metrics you use to measure success. Detail how this relates to the market and environment that the business is operating in.

**Revenue generation and targets (400 words)**

Break down how your business makes money. Explain the day-to-day activities and transactions that contribute to your financial success and how your core offerings turn into tangible outcomes. Set clear goals for revenue and output and explain your anticipated future revenues and how they will be generated.

**Slate (600 words)**

Describe the characteristics of projects that your business develops, and provide details of the projects that are currently in development on production on your slate. Explain how you validate that there is a market appetite for your projects.

**Company financial commentary (400 words)**

Provide any details or notes you feel are required to explain the financial statements attached to your application. If it is not clear from the financial statements where revenue has been generated from, provide details of the projects and activities that have contributed to your income. Highlight any extra-ordinary or one-off items.

**Business Enterprise Proposal (1,500 words)**

Explain what the funding will be utilised for and how it relates to your existing business strategy and activities.

Include how your business is planning on deploying the funds to realise the proposal (3-year strategy, budgets and financing).

Articulate what outcomes your business aims to achieve from undertaking this proposal and how outcomes will be measured.

Detail how your activities will contribute to your business becoming sustainable, beyond this grant.

**Diversity, Equity, and Inclusion (300 words)**

How does the proposal benefit from and contribute to diversity, equity, and inclusion?