

DBIA Grant Application Project Planning Tool

**This tool is for your benefit only, and is not part of the application materials.*

For many applicants, defining the DBIA grant project can be the most difficult part of the application. All successful applicants should be able to answer the questions below BEFORE writing your Project Summary for the application. If you cannot answer these questions for the request you have in mind, we recommend reconsidering your project or scheduling a call with staff to talk through successful projects.

Your project should include an identified *business goal* (for example, create a new on-farm processing facility, increase production to accommodate demand, create a new product line, or design and implement new packaging to reach new markets, etc.) and not just one *action or request* (buy a new vat, save money, or hire a consultant).

If your request includes too many different goals to link together in one or two sentences, you should consider breaking up your project into a smaller concept. The DBIA request should be a cohesive idea that reviewers can understand why and what you are proposing to do with the grant award.

At a basic level, you should be able to say we are proposing “**Goal**” by “**Grant request/action**”.

For example: Emily’s Cheese Company is proposing to increase specialty cheese production to accommodate current demand by purchasing a new, larger vat and other production equipment.

- **One Sentence Pitch- what is the heart of your project?**
- **Why did you choose this project? What is the demand for this project? How do you know?**
- **What do you need for this project to be successful? (Be specific: People, equipment, etc.) How do you know what you need?**
- **What are 2-3 expected impacts of this project on your business? How will you define success?**

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