The Wisconsin Economic Development Corporation (WEDC) has provided the Center for Dairy Research (CDR) TURBO Program ([www.turbo.cdr.wisc.edu](http://www.turbo.cdr.wisc.edu)) with funding to assist entrepreneurs and small companies (50 or less employees) in retaining a business consultant to help grow their business. These funds are available through a reimbursable grant of up to $20,000. Reimbursement funds will be released to an approved applicant after they provide the appropriate documentation as to the use of the funds in accordance with their submitted application.

Eligible applicants are companies or entrepreneurs:

1. That produce a food or beverage product that contains a dairy ingredient.

2. That must have received assistance from an organization or entity within the University of Wisconsin System. Examples include but are not limited to:

* The Center for Dairy Research
* Applicable food or dairy science departments throughout the University System
* UW-Extension
* The Food Finance Institute
* Small Business Development Centers
* Law & Entrepreneurship Center UW-Madison
* University entrepreneurship programs
* Other, if part of the UW System

***Please fill in the gray boxes.***

**Part I: Applicant information**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| Date Submitted: |  | | |  | | |
| Company Name: | |  | | | Date Established: |  |
| Physical Address: | | |  | | | |
|  | | | | | | |
| Legal Status (e.g., LLC, S corp., C corp): | | | | |  | |
| Federal Employer Identification Number (nine digits): | | | | |  | |
| Primary product: | |  | | | | |
| NAICS Code (<https://www.census.gov/cos/eos/www/naics/>): | | | | |  | |

**Company Personnel Information**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | Name | Title | Phone | Email |
| 1 |  |  |  |  |
| 2 |  |  |  |  |
| 3 |  |  |  |  |
| 4 |  |  |  |  |

**Part II: Consultant Information**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| Company Name: | |  | | | | |
| Consultant’s Name: | |  | | | | |
| Physical Address: | |  | | | | |
| Email: |  | | Phone: |  | Website: |  |

**Part III: Applicant Overview**

Please briefly (short paragraphs) answer the following questions in an attached **“WORD”** document

1. Provide a short overview of your company (i.e., when was the company founded, its major lines of business, who do you sell to). If you have not started your company yet, please fill in what you would like to do.
2. Provide examples of any marketing information you may have for your company and where the products will be sold (locally, regionally, nationally).  Also please attach any market studies or analyses you might have if available.
3. What challenges do you hope to resolve by using a consultant? What are your expectations in regard to the “deliverables” that will help get your company to the next level of growth?
4. How will you plan to use the deliverables provided by this consultant to help to grow your company? Please give examples such as expanding market share, improved marketing strategies, facility expansion, operational efficiencies, improved understanding of financing or accounting procedures etc.
5. Once you have received the consultant’s deliverables, how will you implement the recommendations in order to most effectively start/grow your company?
6. Since the Wisconsin Economic Development Corporation is providing these funds, they are interested in any possible job creation/retention data either directly or indirectly created from the consultant’s deliverables. For example, if the deliverables support going into a new market, a projected number of new jobs for the next two years could be inserted here. If you are pre-revenue with your start up, estimate how many jobs might be created in the next two years even if it is just yourself in the company, i.e. one job.

**Part IV: Consulting Agreement**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| 1. | Please provide a copy of the agreed upon scope of work and deliverables with this application. | | | | | |
| 2. | Total cost of the consulting work: | | |  | | |
| 3. | Start date: |  | 4. Expected completion date: | |  | |
| 5. | Formal engagement with the above consultant is contingent upon the successful approval of this application? | | | | Yes |  |
| No |  |
| 6. | If you answered ***NO***to Question #5 above, you must include a copy of the signed consulting contract with this application. If you answered ***Yes***to Question #5 above, within 21 days, you agree to send a copy of the signed consulting contract to the address below. | | | | | |

**Part V: Completion of the Consulting Contract**

* A signed consulting contract must be on file at CDR before any grant payment may be made**.**
* Upon your payment for consulting services, you must send to the address below, a copy of the paid invoice**.** Once this is completed the agreed upon reimbursement funds will be paid to you.

**Part VI: The Applicant Agrees**

**Applicant:** By signing my name below, I certify to the best of my ability, the information provided in the application is complete and accurate and I understand that I must complete Part V for the reimbursement process to move forward.

|  |  |  |  |
| --- | --- | --- | --- |
| Print Name: |  | Date: |  |
| Signature: |  | | |

For further information or if you have questions, please contact Vic Grassman, TURBO Program Manager, Center for Dairy Research, Tel:  608-512-6661, Email:  [vgrassman@cdr.wisc.edu](mailto:vgrassman@cdr.wisc.edu)



[www.cdr.wisc.edu/turbo](http://www.cdr.wisc.edu/turbo)