

## **FiSF 2016 APPLICATION**

### **General Information:**

Name:

Mailing Address:

Best Contact Phone Number:

Email Address:

Website URL:

Are you a U.S. citizen?

If not, are you legally able to work in the United States? (legal documentation required)

### **Business Information:**

Name of Business:

What year did you officially establish your design business?

What is your role in the business?

What type of entity is your business (e.g. C-corporation, S-corporation, LLC, LLP, Sole Proprietorship, Partnership)?

Please provide legal documentation of your business type.

What is the annual revenue of your business?

How do you fund your business?

Do you have the resources to cover the \$600 monthly fee?

Are you currently employed in a business other than the business described above? If yes, where?

If only employed at your own business, are you currently drawing a salary or monthly stipend? If so, how long have you been drawing a salary/stipend?

What is your monthly salary/stipend?

How many full time employees does your company currently have? How many are Bay Area based?

How many part time employees does your company currently have? How many are Bay Area based?

How many contractors or contract services has your company used in the last 6 months? How many are Bay Area based?

Please describe the type of product you produce from the following list:

What distinguishes your line from everything else in the market? (30 words minimum)

How are you marketing your line? Online, wholesale to boutiques, wholesale to department or specialty stores, trunk shows, pop-ups? Please list stores and give percentage of total revenue to each.

Describe your target market through the following prompts.

Customer Target Market Demographic:

Target Demographic Age Range:

Target Demographic Gender:

Target Demographic Career(s):

Target Demographic Household Income:

Target Demographic Geographic Location (if applicable):

Who is your competition? (30 words minimum, attachments accepted)

What are your strengths and/or weaknesses as a designer/business owner?

Please provide a SWOT (Strengths, Weaknesses, Opportunities, Threats) analysis for your business. Please limit to no more than (10) items per category.

STRENGTHS	WEAKNESSES
OPPORTUNITIES	THREATS

How did you hear about FiSF and our program?

**Please attach to application:**

Current Resume

Ten photos of most recent collection

Two Letters of Reference (please include reference contact information) from either past school instructors, fashion industry contacts or (former) employers

**Please write a short essay about your business. (Attach Essay: minimum 750 words) Please include in your essay the following information:**

Your business growth plans over the next five years

Your reasons for wanting to participate in the FiSF program

What you expect to achieve through the program