



Please provide information a summary of your business concept. *Be sure to include: a) A description of your product or service, b) Key differentiating features of your product/service, c) Target market/demographic, d) Current primary competition, e) The need your product/service addresses or solves, f) The level of investment required.* _____

Please specify your current phase of development for the product or service:

- Concept Prototype Market research Other _____

How much capital are you seeking to fund your project? _____

Are you currently working with a business advisor? If so, please provide advisor's information.

Industry:

- | | | | |
|---|---|---------------------------------------|------------------------------------|
| <input type="checkbox"/> Agriculture | <input type="checkbox"/> Communications/Marketing | <input type="checkbox"/> Construction | <input type="checkbox"/> Education |
| <input type="checkbox"/> Manufacturing | <input type="checkbox"/> Real Estate | <input type="checkbox"/> Restaurant | <input type="checkbox"/> Retail |
| <input type="checkbox"/> Service | <input type="checkbox"/> Social Media | <input type="checkbox"/> Technology | <input type="checkbox"/> Tourism |
| <input type="checkbox"/> Transportation | <input type="checkbox"/> Waste Industries | <input type="checkbox"/> Other _____ | |

Signature: _____ **Date:** _____

***** Additional information may be requested to determine program eligibility.**

Please submit application via email or mail to:

Malika Mercer, MPA
Director, FSU EDA University Center for Economic Development
Email: mmercerc@uncfsu.edu
Fayetteville State University
1200 Murchison Road, Fayetteville, NC 28301
Questions? Contact Malika Mercer at 910.672.1017