

ATHENAPowerLink® Program

A board of advisors for a woman business owner for one year

Women-Owned Businesses

Businesses are selected from a field of applicants by a governing body made up of volunteer community members. Once the specific needs are determined, the local program recruits local professionals to provide the necessary guidance. The business owner is then paired with a volunteer board of advisors that is tailored to fit the company's needs.

Criteria

- Business must be at least 51% owned and actively managed by a woman.
- Minimum of two (2) years in operation.
- Minimum of the equivalent of two (2) full-time employees (including the owner).
- Annual revenues of at least \$250,000 for retail or manufacturing businesses.
- Annual revenues of at least \$100,000 for service businesses.
- Clearly defined company objectives/goals with explicit reasons for seeking ATHENAPowerLink's assistance in meeting those objectives/goals.

"My board of advisors made me question everything I did and how I did it and why I did it... they gave me the language of business that I had been missing."

-Anita Brattina, President, Direct Response Marketing, Inc.

ATHENAPowerLink® is a business advisory program offered exclusively by
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ATHENAPowerLink® Program

APPLICATION

Date of Application _____

Woman Business Owner(s) _____

Business Name _____

Business Address _____

City, State, Zip _____

Phone _____ Fax _____ Cell _____

E-mail Address _____

Web Address _____

Qualification Questionnaire:

Month/Year business began _____

Percent of business owned by one or more women _____

Does the Applicant actively manage the business? Yes _____ No _____

Number of employees (include applicant if applicable): Full Time _____ Part Time _____

Date fiscal year ends _____

Sales or revenue history (use annual fiscal year numbers; do not include cents):

Last	Previous	Two years
fiscal year	fiscal year	previous
\$ _____	\$ _____	\$ _____

Projected for this fiscal year \$ _____ Budget for next fiscal year \$ _____

Is there anything the ATHENAPowerLink® Program should know about you or your business; i.e., do you have any litigation pending? Are there significant personal or business financial difficulties of which we need to be aware?

Have you applied for an ATHENA PowerLink® Advisory Board before? Yes _____ No _____
If yes, when, and please describe why you did not receive one.

Business Questionnaire:

1. Do you have a business plan? Yes _____ No _____
(If yes, please send business plan with application.)

Briefly describe your goals for the business.

Over the next one year:

Over the next five years:

2. Do you have financial projections for the next one to two years? Yes _____ No _____
If yes, please send financial projections with application.

3. Does your business currently have a board of directors? Yes _____ No _____
If yes, how many directors, and describe their areas of expertise.

4. Do you expect any significant change in business ownership or operation during the next 18 months? If yes, please describe. Yes _____ No _____

5. Briefly describe your business' products. Include any business literature with application.

6. Who are your three largest customers? Approximately what percentage of last year's sales do they represent? Approximately what is your average size sale overall?

7. Briefly describe your business' major strengths and major weaknesses.

8. Briefly describe your major competition and its/their strengths and weaknesses.

9. What are your primary tasks as president/owner? Which do you enjoy more: (a) running the business or (b) being in the industry?

10. What frustrates you most about running your business?

11. What is your highest business priority and how do you see an Advisory Board being able to help you reach that priority?

12. Have you participated in a Small Business Administration Program such as SCORE or an SBDC? If so, please state when and describe if/and or how your business benefited.

13. What successful advisor/advisee relationships have you had while running this business? What good advice have they given you? How has this affected your business? Has it resulted in any lasting or permanent change?

The information contained in this application is provided for the purpose of obtaining an unpaid Advisory Board through the ATHENA*PowerLink*® Program. I understand that you are relying on the information provided herein in deciding to provide an Advisory Board, and therefore, I represent that the information provided is true and complete.

Signature _____

Title _____

Date _____

Please return completed application and attachments to:

Wendy S. Bolas
Sr. Vice President, Business Banking Manager
FirstMerit Bank
106 S. Main Street, TOW 26
Akron, OH 44308