**Alchemist Microenterprise Academy (AMA) Application**

Thank you for your interest in applying to Alchemist Microenterprise Academy (AMA)! AMA is a 12-week business training course designed to make sense of the confusing aspects of starting a food business. AMA serves aspiring food entrepreneurs from low-income populations or under-resourced communities. Not all applicants will be accepted. Qualified candidates must demonstrate compelling interest in becoming a food entrepreneur or improving or expanding an existing startup food business.

The cost to participate in the program is $300/business (includes up to 2 persons, additional persons can be added at $100/person). Program fee due upon acceptance, before the first session. If you submit a completed business plan by December 5 you will be returned $50!

Payment plans are available if program fee cannot be afforded to be made all at once.

Before submitting an application it is MANDATORY to attend one AMA Information Session. The sessions will be held live via Zoom from 6:00-7:00 pm every Tuesday between July 26th and August 16th. Alternatively, there is an on-demand information session available at alchemistcd.org/AMA

RSVP for the live on Zoom AMA Information Sessions at https://amafall22info.eventbrite.com

AMA Schedule:

Tuesdays from 6:00pm-8:00pm and Wednesdays from 6:00-8:00 on Zoom beginning September 13th and ending December 7th (taking Thanksgiving week of November 22/23 off).

\*Subject to change. >83% attendance is required to complete and graduate from AMA (ie no more than 4 missed sessions).

Businesses in AMA will also be able to receive ServSafe Manager Certification for an additional fee.

The last day to submit applications is Sunday, August 21 by 11:59am PST.

CONFIDENTIALITY POLICY:

We will ask you to share some personal information to be able to determine the impact of the program on its participants once they are admitted and for grant reporting requirements. The information you share with us will remain strictly confidential (we will never externally identify you by name or share your personal information without your signed permission).

**Personal Information:**

Business Owner #1:

First Name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Middle Name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Last Name(s): \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Mailing Address: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

City: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Zip Code: \_\_\_\_\_\_\_\_\_\_\_\_\_\_

Phone: ( ) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Email: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

AMA seeks to serve participants from low-income backgrounds or under-resourced communities. The following questions will provide some demographic information in pursuit of this goal. None of your answers to these questions will be automatically disqualifying.

What is your gender? \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Do you meet the HUD Guidelines for Low Income (listed below) Yes  No

\*HUD Household Income Limits for Low Income

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| Number of Persons in Household | | | | | | | |
| 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 |
| $56,750 | $64,850 | $72,950 | $81,050 | $87,550 | $94,050 | $100,550 | $107,000 |

What race/ethnicity do you identify as? \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Do you identify as LGBTQIA+? Yes  No  Prefer Not to Answer

Do you have a visible/invisible disability? Yes  No  Prefer Not to Answer

If you answered yes to the question above, are there any accommodations that will help you access this program?

Are you a veteran or active duty member of the military? Yes  No

Do you have reliable access to the internet? Yes  No

Do you have reliable access to a computer? Yes  No

Do you have additional business owners? Yes  No  (If yes, we will reach out for additional information)

**Business Information:**

Name of Food Business (if developed): \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Business Website/Social Media Handles (if developed): \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

# Type of Business (check all that apply):

Packaged Food Business Prepared Food Business  Other (specify) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Please describe your food business and give examples of what food product(s) your business makes:

Please check the current status of your business:

Novice (enthusiastic & passionate about food, but not sure where to start)

Pre-venture (idea phase, no legal business documents or some legal documents)

New (1st Year) (secured legal business documents)

Existing (2+ years)

**Narrative Questions:**

We encourage you to use the narrative questions below to give us an idea of who you are, why you want to run a food business and why you would be a good fit for AMA. The answers to the narrative section is your opportunity to shine and highlight your business idea. These questions may be answered via written response or by emailing a creative document (i.e. video, presentation, etc.) to alchemistkitchen@alchemistcdc.org. If additional space is needed for written responses, supplemental responses can be emailed to [alchemistkitchen@alchemistcdc.org](mailto:alchemistkitchen@alchemistcdc.org).

1. Please describe why you are interested in starting or have started a food business. (Min. 500 characters)
2. Please describe what actions you have taken toward pursuing your business (permits, classes, recipe development, equipment purchased, etc.) (Min. 100 characters)
3. Where do you see your business in the near-term (0-2 years)? (Min. 250 characters)
4. What is the long-term (5+ years) vision for your business? (Min. 250 characters)
5. Alchemist Microenterprise Academy's target participants are entrepreneurs facing significant challenges or barriers to starting or growing a business. Other than the information you've already put in this application, are there any other challenges or barrier you have faced or believe you may face trying to launch a food business. Please answer with honesty and vulnerability, as this helps us identify resources that we can pass on. Examples could include financial barriers, racial barriers, cultural barriers, gender barriers, etc.
6. What are you hoping to gain from this program? (Min. 250 characters)

Which AMA Informational Session did you attend? (Circle one) \*It is mandatory to attend one AMA Informational Session.  
July 26 August 2 August 9 August 16 On-Demand Info Session

Where did you hear about Alchemist Microenterprise Academy?