THE PROPOSED MIX OF PARTICIPANTS IN THE BIZREADY PROGRAM

MadREP and AFFR will collaborate in selecting an appropriate mix of Program participants for the BizReady Program of the City of Madison.

The intent is to ensure a robust learning opportunity for participants. We will work to select those candidates who are most attuned to and eager to learn from the opportunity. It is the mutual goal of the Program and the Participants to strengthen and grow the participants business and to strengthen the economy of the Madison Community.

The focus of the Program is on serving Black, Asian, Latino, Indigenous, Women, Disabled and Veteran entrepreneurs and small business owners – those who have too often been underserved and marginalized.

> The intent of the selection process will be to identify 35 businesses that together represent:
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> - A selected group of firms who represent promising Early-Stage businesses (businesses who have moved from "idea" to "operating business",
>
> - A selected group of firms who represent Post Startup/2nd Stage businesses and are positioned to develop and grow into a sustainable business through the opportunity to learn within the Program,
>
> - A selected group of firms who represent 2nd Stage businesses *with experience*, and who choose to participate for the opportunity to share what they have learned and to add to their learning.

We propose that this mix would reflect 10 to 15% of the first group, 60 to 65% of the second group and 25 to 30% of the third group.

We seek businesses whose diverse experiences offer the promise of robust interactions, mutual learning opportunities, sharing of ideas, exploring responses to challenges, and an appreciation of the path they have tread or will be soon treading.

Businesses who apply but are not selected to participate will be provided access to educational resources, referred to technical assistance services, and offered information on alternative opportunities for growth. Upon program expansion and continuation, businesses can re-apply for program participation.