

# Share Your Business Expansion Idea With AIRO

This is your first step in applying to **Annapolis Investments in Rural Opportunity (AIRO)** for support to expand or update your existing business. This form will help guide you step-by-step through your initial concept and its potential. It's OK if you don't have all the information to answer every question, but please share your thoughts and ideas with us as completely as possible – ***your information will be treated confidentially.***

If you need more space than we provided, use a separate sheet noting the section and question number(s) on it and attach it to this application. Once we receive your completed form, you'll receive an email confirmation with further details about next steps.

**Please note: Answers to questions with a red asterisk (\*) are required.**

\*Your Full Name: \_\_\_\_\_

\*Your Phone Number: \_\_\_\_\_ Cell Number: \_\_\_\_\_

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

\*Your Mailing Address: \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_

\*Date of Form Submission: \_\_\_\_\_

\*Business Name & Location: \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_

## Your Idea:

1. \*Describe your current business in one or two sentences. Include how long you've been in operation.

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

2. \*Describe your new idea or expansion in one or two sentences. Include the products and/or services as well as your ideal customers. (e.g., "I want to expand my gift shop to include a t-shirt printing press with custom local designs available for printing that appeal to customers between the ages of 15 and 25.")

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3. \*Why do you want to expand/change your business? Why do you want to do it at this time?

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4. \*Tell us more about your current customers? Are they local? Tourists? Online? Will this change as a result of the expansion or updating?

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### Your Operations:

1. \*Will this expansion/update change or add to the core services you currently provide? Do you have any experience in this new area? If yes, please describe your experience.

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2. \*Can you expand/update your business in its current location? If no, do you have an alternative location selected? (Please indicate address or community.)

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3. How many jobs do you expect this expansion or update to create (if any)? Will they be full or part-time? Will they be seasonal or year-round?

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4. \*Describe any new equipment, tools, or training needed training in order to ensure a successful expansion or upgrade. (e.g., Additional land or building space, desks, computers, software, training programs for yourself or your employees, etc.)

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## Your Market & Money Matters:

1. \*How have you determined that there is a desire or need for this expansion or upgrade? Have you done any market research?

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2. \*How much money do you currently have invested in this business? Are you taking a regular salary?

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3. \*What are your current annual sales? Do you expect that to increase?

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4. \*Are you seeking funding from other sources like banks, investors, family, partners, etc.? Will you personally be contributing any funding?

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5. \*How much money are you asking AIRO to contribute? \_\_\_\_\_

6. \*Have you ever declared personal or business bankruptcy? If yes, what year? Answering yes does not eliminate you from consideration.

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### Your Story:

1. Share a bit about yourself – tell us about the history of your business or anything else you think we should know in support of your business idea.

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2. Attach any other information that you think might support your application, such as a business or strategic plan, image of product, samples, or a prototype etc.

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Please email or mail your completed form to



[ConnectWith@ruralopportunity.com](mailto:ConnectWith@ruralopportunity.com)

AIRO

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Any information you share with us will be kept confidential.