



THE GENERATOR

DREAM IT: YOUR FUNDING PROPOSAL

Section 1: About You

Got an idea ready to go? Start your proposal and work out how much funding you need to get your project up and running.

- 1a I am applying as (select 1)
- An individual
 - A whānau / Family
 - A group

- 1b I have an idea for a project that will (select 1)
- Increase income
 - Reduce costs

- 1c This project will help (select as many that apply)
- Myself
 - My whānau / family
 - My community
 - Myself & my whanāu / family
 - All of these

Section 2: Your Idea

Describe your project idea in as much detail as you can. Show how you plan to use this project to earn income or make savings and how you will use these increased earnings or savings to help you, your whānau, family or community.

2a Project Title

2b What is your project idea?

2b	Is this project a Trial or an Ongoing project? (Select one)
2c	How will this project help you increase your income or reduce your costs?
2d	How will this help you financially? (Select the one that fits best) I will save \$_____ each [week/ month/ year] I will earn \$_____ each [week/ month/ year] I will save \$_____ as a one off I will earn \$_____ as a one off
2e	How will your increased income or reduced costs help you, your whānau or your community?

Section 3: Your Goals

Setting goals gives you something to aim towards. Keep them optimistic, but achievable. Think about key milestones you want to reach in your first year and the support you need to help you get there.

3a	How does this project use the skills and experience that you already have? <i>Think of your skills, experience and passion and how you will use these.</i>
3b	What milestone do you want to have reached in 1 month? <i>Set a goal that you will feel proud to have achieved in your first month</i>
3c	What milestone do you want to have reached in 6 months? <i>Set a bigger goal that you hope you will be able to achieve in your first 6 months</i>

3d	<p>What milestone do you want to have reached in 1 year? <i>Think of a goal that you will feel proud to have reached in your first year. Something that will make you feel like your project has been a success.</i></p>
3e	<p>What support do you think you need to reach these goals? <i>Think about any skills and resources you need to achieve your goals that you might not have yourself.</i></p>
3f	<p>How will you get this support? <i>Are there friends, family, whānau, community members or organisations that you can ask for help?</i></p>

Section 4: Your Business Model

This section helps you think about how to make your project profitable. Think about the groups of people who will be buying your product or using your service. Consider all your costs and make sure you're asking the right price.

4a	<p>Are you (select 1)</p> <ul style="list-style-type: none"> ● Selling a product ● Offering a service ● Both ● Other _____
4b	<p>What is your product or service? <i>Describe the product(s) you are selling or the service(s) you are offering. Give examples of what you are doing and how you are doing it.</i></p>
4c	<p>Who are the people that will be buying your product or use your service and why? <i>Your target customer is the group(s) of people that are most likely to buy your product or use your service. List them and write down why they will be motivated</i></p>

	<i>to buy your product or use your service. (E.g. women aged 18-25 or community of Pukekohe)</i>
4d	How will you communicate with those people? <i>List all the different ways, both online and offline, that you tell people about your idea.</i>
4e	What is the product or service that you think you will sell the most? <i>Name the product or service.</i>
4f	What price will you charge for this product or service? <i>Use the product or service named above.</i>
4g	How much does it cost you to make this product or deliver this service? <i>Make sure you think about the amount that you have to pay for all the materials you need to make this product or offer this service.</i>
4h	How many times will you sell this product or deliver this service in your first 6 months? <i>I.e. "I think I will sell 45 sets of earrings" or "I think I will do 24 haircuts" in 6 months.</i>
4i	What is your estimated total profit from sales of this product or service in the first 6 months? <i>Total profit = money earned from sales of this product or service minus the costs to make the product or deliver the service in 6 months.</i>
Section 5: Calculating your ongoing project costs	
5a	Download our ongoing costs calculator from your Dashboard
5b	How much do your ongoing costs add up to per week? \$_____ per week

5c	What are your predicted income or savings per week? \$_____ per week
5d	How long do you predict it will take for your income or savings from your project to be equal or more than your ongoing costs? _____ month(s) / year(s)
Section 6: Calculating how much funding you need	
6a	Download our simple budgeting tool from your dashboard so you can list the expenses you need to think about to start your project.
6b	How much funding do you need from The Generator to set up your project? Total funding request: \$_____