



Applying for an EDGE Grant

Encouraging Development, Growth & Expansion (EDGE)

How to give your application the best chance of being successful

Regina Mitchell
Director
Delaware Division of Small Business



Presenters

- **Welcome and EDGE basics**

- Regina Mitchell, Director, Division of Small Business

- **Financials and Rubrics**

- Andrew Harton, DSB Business Finance Unit Director

- **Small Business Development Center (SBDC) EDGE Support**

- Tom Thunstrom, Center Director, SBDC

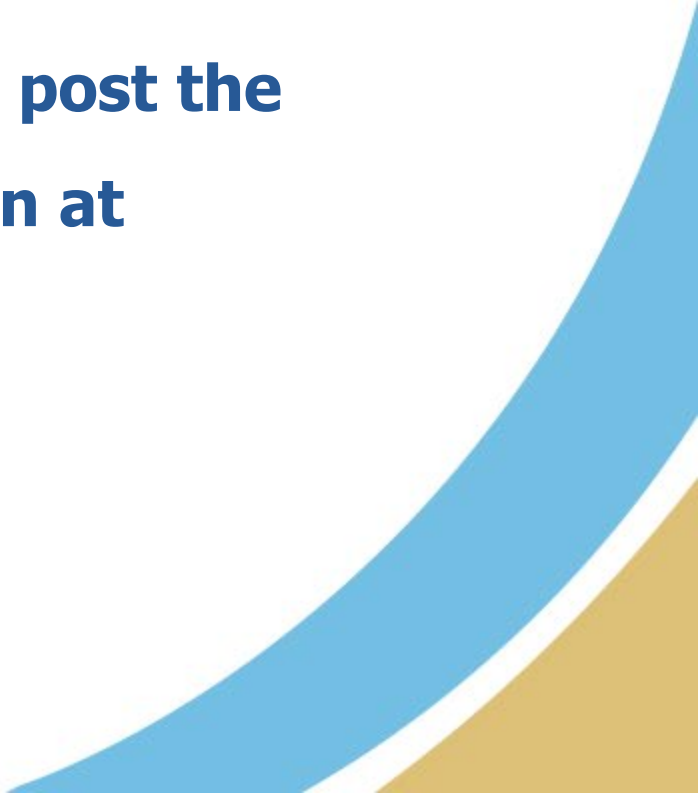
- **Advice from a previous EDGE awardee**

- Stephen Sye (Fall 2023 EDGE Winner – Entrepreneur category)

- **Q & A**

Type any questions as you go into the Q & A
box

Additionally, we will repeat this several times – **we will post the recording and the slides for this presentation at de.gov/edge** by noon tomorrow.



About the Division of Small Business (DSB)

The Division of Small Business is a State agency that is committed to helping businesses start and grow in Delaware.

- The Division oversees the Delaware Tourism Office and the Office of Supplier Diversity
- Our main office is in Dover with a satellite office in Wilmington.
- How we support small businesses:
 - **Business Guidance**
 - **Problem Solving**
 - **Navigating government processes**
 - **Connecting you with partner organizations for additional supports**
 - **Information about funding opportunities**

Our Team



Previous EDGE Rounds



Round 1, Summer 2019

Recent EDGE Awardees



Fall 2024 EDGE Recipients

EDGE Grants

- 2 Categories
 - STEM
 - Entrepreneur
- Awards – 5 awards each category
 - \$100K each for STEM
 - \$50K each for Entrepreneur
- Competitive process
 - 86 applications in last round
 - 15 finalists
 - 10 winners

EDGE

GIVE YOUR SMALL BUSINESS AN

5 Eligible STEM businesses could
win up to \$100,000
in **EDGE** grant funds

from the Delaware Division
of Small Business

Delaware
DIVISION OF SMALL BUSINESS

EDGE

GIVE YOUR SMALL BUSINESS AN

5 Eligible small businesses could
win up to \$50,000
in **EDGE** grant funds

from the Delaware Division
of Small Business

Delaware
DIVISION OF SMALL BUSINESS


Who is eligible?

- 0-7 years in business
- ≤ 10 full-time employees (FTE)
 - 2 part-time staff = 1 FTE
 - Part-time staff working < 10 hrs/wk or < 4 months per year doesn't count (nor do contract employees)
- Majority located in Delaware - 51% or greater
 - Must have physical location in DE
 - Taxes on employee wages must go to DE
 - Remote workforce – employee's payroll taxes/income tax must go to DE
- If online only:
 - Sole proprietor working at home – must live in DE
 - If have a manufacturing site – must be in DE

Who is eligible?

- Net assets <\$500k
- Those in business as well as those who have not started their business

Not eligible


- Those who have previously been awarded a Strategic Fund Grant; exception: a DTIP grant
 - 501c3
 - Persons convicted of a financial crime
- 

Eligible Projects

vs.


Ineligible Projects

- Building infrastructure/cosmetic enhancements
- Essential equipment
- Rent assistance
- Web site design
- Market analysis assistance
- Advertising assistance

- Payroll expenses that are not attributed to the project outlined in the application
 - Salaries or payments made to company ownership
 - The purchase of real estate
 - Permits or government fees
 - Taxes
 - Improvements to residential property
- 

Other Tips

Connect with the Regional Business Manager for your county at the start. They will review your application before you submit if you ask and give you valuable feedback!



Business Managers

1. Wilmington Area/Norther NcCo – Joe Zilcosky
Joe.Zilcosky@delaware.gov
2. Southern New Castle County – David Mathe
David.Mathe@delaware.gov
3. Kent County – Anastasia Jackson
Anastasia.Jackson@delaware.gov
4. Sussex County – Laura Wisler
Laura.Wisler@delaware.gov

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Two Components of an EDGE Application

☐ Application Form

- ☐ Complete all Fields
- ☐ Ensure it is **Signed and Notarized!** (banks, libraries, govt offices)
- ☐ Rubrics (STEM and Entrepreneur) help you complete the...

☐ Proposal

- ☐ Must use STEM or Entrepreneur template on website to format proposal – complete all sections!
- ☐ Font: Times New Roman, 12 Point
- ☐ Double-Spaced
- ☐ 20-page maximum (EDGE application does not count towards page limit)
- ☐ Submit as PDF
- ☐ Include Financials (Income Statement, Balance Sheet)
- ☐ Include Detailed Project Budget
- ☐ Legible copy of State of Delaware Business License

Formatting

- Templates can be found on our website at de.gov/edge
- You must provide both the application form and the proposal using the template form for your submission to be considered complete
- Must submit via PDF, electronically to edgegrants@delaware.gov

Deadline for applications

Friday, February 28th

4:30 p.m.

Do Not Wait Until the Last Minute!!

The Key Sections of the Proposal

Describe your Business Now

(Market size, competition, capabilities, etc.)

Business Need

(i.e. what you will use the grant to fund)

Return on Grant Investment

(How will your business grow)

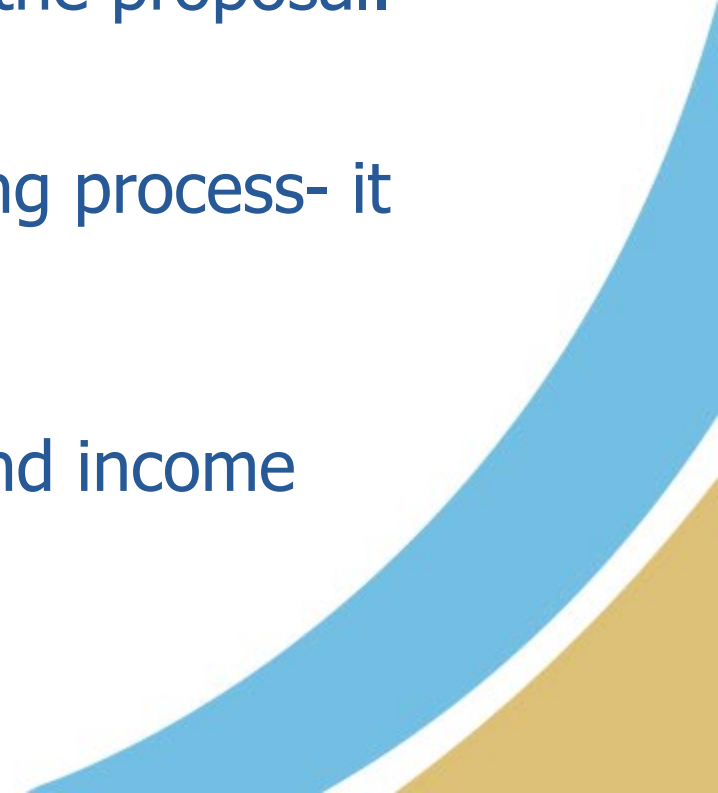
Community Impact

(beyond job creation)

Market Sizing

- Go as far as you can w/ data, then make assumptions
 - The more targeted the better- who are your customers?
- Defining your competition
 - Think of your customers- what do they purchase instead of this?
 - Where do you fall in the market?
 - Don't put "I have no competition"! Use the closest thing to your business as possible.
- Use SizeUp Delaware for market sizing and information on competition
<https://delaware.sizeup.com/>
 - For more personalized assistance, SizeUp has office hours every other Wednesday at 2 p.m. Each session limited to 10 people.
- Challenges: Trust me, you have them
 - But that is ok!

Financials

- Make sure you include an income statement AND balance sheet.
 - Best applications incorporate the financial data into the proposal.
 - We don't evaluate the financials as part of the scoring process- it just allows us to better understand the narrative.
 - What is the difference between the balance sheet and income statement? What if you're not selling anything yet?
- 

Balance Sheet vs Income Statement


- The balance sheet is a snapshot of what your business owns (assets) and how those things were funded (liabilities vs equity).
- Remember, a balance sheet shows the items at the price they were purchased for or the cost incurred to make them. If you can't put a price on it, it probably doesn't belong on the balance sheet!
- The income statement shows the flow of revenues against expenses for a given period and shows the bottom line - profit or loss.
- Your business may not be making a profit yet, and that's ok. Just remember to be as detailed as you can be in the financials and the narrative.

Balance Sheet vs Income Statement

XYZ COMPANY	
Balance Sheet	
12/31/2017	
ASSETS	
Current Assets:	
Cash	\$12,000
Accounts Receivable	35,000
Inventory	120,000
Prepaid Rent	8,000
Total Current Assets	\$175,000
Long-Term Assets	
Land	\$126,000
Buildings & Improvements	300,000
Furniture & Fixtures	50,000
General Equipment	125,000
Total Fixed Assets	\$601,000
TOTAL ASSETS	\$776,000
LIABILITIES	
Current Liabilities:	
Accounts Payable	\$60,000
Taxes Payable	25,000
Salaries/Wages Payable	30,000
Interest Payable	25,000
Total Current Liabilities	\$140,000
Long Term Liabilities:	
Loan 1	\$322,000
Total Long Term Liabilities	\$322,000
TOTAL LIABILITIES	\$462,000
OWNER'S EQUITY	
Paid in Capital	\$64,000
Retained Earnings	250,000
TOTAL OWNER'S EQUITY	\$314,000
TOTAL LIABILITIES & OWNER'S EQUITY	\$776,000

Jeffries Office Services	
Income Statement	
For the month ending May 31, 2020	
Revenue:	
Sales Revenue	\$15,000
Other Revenue	500
Total Revenue	\$ 15,500
Expenses:	
Cost of Goods Sold	\$ 1,500
Salaries Expense	4,500
Rent Expense	1,000
Utility Expense	300
Professional Service Expense	175
Taxes	1,100
Total Expenses	\$ 8,575
Net Income	\$ 6,925

3 to 1 Match (found in application form)

- When applying you are required to show you have some level of capital
 - STEM – for a \$100K grant, your match is \$33,333.34
 - Entrepreneur – for a \$50K grant, your match is \$16,666.67
 - Match should be specific to this project
 - Other grants can be used for your match
- 

Business Need

0 - 10	11 - 15	16 - 20	21 - 25	26 - 30
<ul style="list-style-type: none"> - Proposal shows little to no justification of why the grant will address a business need. - No project budget is included with proposal. - No owner bio or owner experience included in proposal 	<ul style="list-style-type: none"> - Proposal makes some effort to describe how the grant will meet a need of the business. - Proposal fails to adequately explain how grant will directly improve the business in order to address stated need, or fails to adequately explain the importance of the stated business need. - Budget and business need are not clearly aligned and insufficient effort is made to explain the link, or items in budget are not clearly explained. - Proposal contains some mention of owner bio and qualifications 	<ul style="list-style-type: none"> - Proposal provides an adequate explanation of how the grant will address an important need of the business. - Business need is clearly stated, but is overly broad and/or not specific to a direct business improvement plan. - Proposal includes a basic bio of owners and owner experience AND that experience is somewhat relevant to the project/ business - Budget and business need are not sufficiently aligned or explained. 	<ul style="list-style-type: none"> - Proposal provides a compelling explanation of how the grant would address an important need of the business, and includes some data to support this claim. This may include an estimation of market size, market growth, company projected sales growth, and competitive analysis. - Proposal provides detailed information of owners qualifications and experience AND those qualities will have some meaningful contribution to the success of the project/ business. - Business need is completely tied back to proposed project budget. All items in budget are explained and shown to be consistent with fulfillment of targeted business need. 	<ul style="list-style-type: none"> - Proposal provides a compelling explanation of how the grant would address a unique business need or business opportunity that cannot be easily accomplished using current resources. Data, including an estimation of market size, market growth, company projected sales growth, and competitive analysis is provided to justify these claims. - Proposal provides detailed information of owners qualifications and experience AND illustrates how those qualities will have a positive and profound impact in the success of the project/business. - Business need is completely tied back to proposed project budget- all items in budget are explained and shown to be consistent with fulfillment of targeted business need.

Return on Investment

0 - 10	11 - 15	16 - 20	21 - 25	26 - 30
<ul style="list-style-type: none">- Company did not submit adequate information to make a determination of the ROI of the grant.	<ul style="list-style-type: none">- Company shows little or no data to support a positive ROI for state over a 5 year time period, or cannot show positive ROI over this time frame.	<ul style="list-style-type: none">- Company shows some data to support a positive ROI for state over a 5 year time period, though projections are unsupported.- Business attempts to demonstrate that it can survive even if projections are not met.	<ul style="list-style-type: none">- Company shows compelling data to support a positive ROI for state over a 5 year time period, though projections are questionable and/or overly aggressive.- Potential for growth or sustainability of business is significant.- Business explores how it may perform under different levels of sensitivity in key projections (sales are low, costs are higher).	<ul style="list-style-type: none">- Company shows compelling data to support a positive ROI for state over a 5 year time period using conservative assumptions.- Potential for growth of business is significant.- Risk of failure of business is mitigated with explanation of how business would perform even if top line projections are not met. Demonstrated through thorough sensitivity analysis.

Competitive Advantage

0 - 5	6 - 10	11 - 15	16 - 20
<ul style="list-style-type: none">- Proposal contains little or no data analysis of firm's marketplace and competition.- Proposal fails to adequately analyze the competitive advantage gained from the grant award.	<ul style="list-style-type: none">- Proposal contains little or no analysis of the firm's marketplace.- Proposal does not consider why the solution presented is the most effective and efficient way of gaining the competitive advantage sought.- Proposal contains no market insight.	<ul style="list-style-type: none">- Proposal contains some analysis of the firm's marketplace and attempts to break down major competitors and future of market (potential for new entrants, technological disruption, etc).- Proposal considers why the solution presented is the most effective and efficient way of gaining the competitive advantage sought.- Proposal contains some customer or potential customer insights to support its claim to be able to win and sustain a competitive advantage in their defined market.	<ul style="list-style-type: none">- Proposal contains a thorough analysis of the firm's marketplace and breaks down major competitors, as well as any dominant national firms, and how each would pose challenges. Also analyzes future of market (potential for new entrants, technological disruption, etc).- Proposal considers why the solution presented is the most effective and efficient way of gaining the competitive advantage sought.- Proposal contains thorough customer or potential customer insights to support its claim to be able to win and sustain a competitive advantage in their defined market.

Community Impact

0 - 2	3 - 4	5 - 6	7 - 8	9 - 10
- Proposal does not include a significant explanation of the impact the business will have on its local community.	- Proposal gives some explanation of how the success of the business will have a positive impact on the surrounding community.	- Proposal gives some explanation of how the success of the business will have a positive impact on the surrounding community.	- Proposal gives a compelling explanation of how the success of the business will have a significant positive impact on the surrounding community, whether through job opportunities, economic growth, or other means.	- Proposal gives a compelling explanation of how the success of the business will have a significant positive impact on the surrounding community. This extends beyond job growth and economic activity to include philanthropic and/or local contributions to improve the surrounding community.

Bonuses

WMVBE Status

0	5
- Business cannot demonstrate MWVBE status.	- Business demonstrates MWVBE status.

Geographic Location

0	5
-Business will not be located in a priority geographical area.	-Must show evidence that a Business is or will be located in a priority geographical area (Opportunity Zone and/or Downtown Development District).

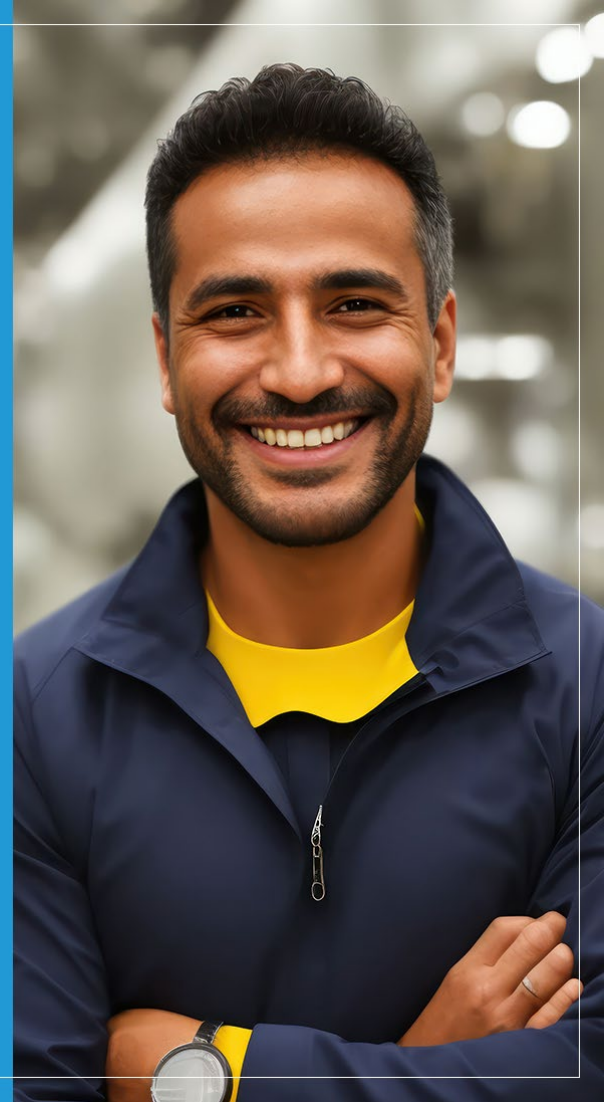
Office of Supplier Diversity

- State procurement opportunities and updates

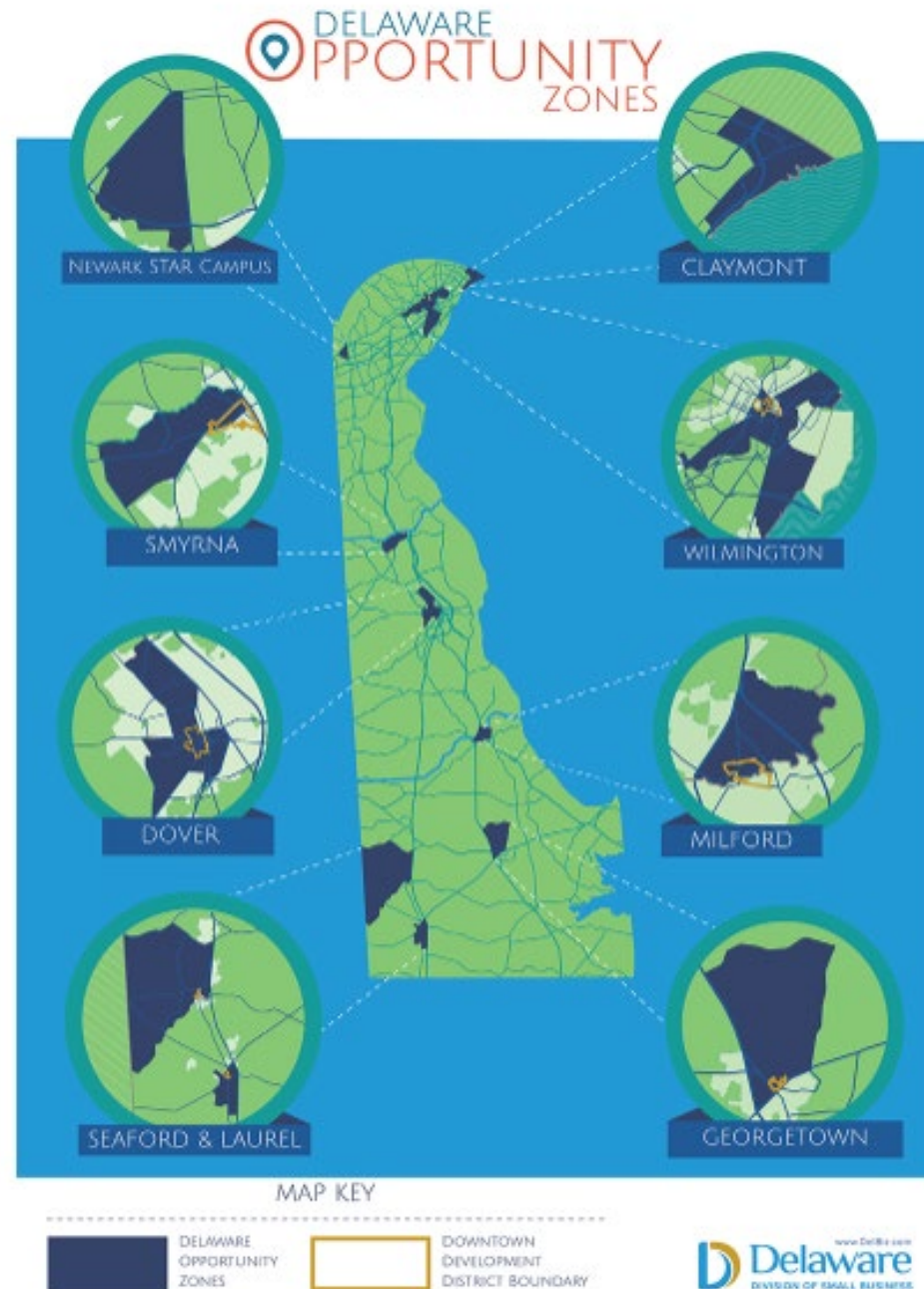
OSD Director – Shavonne H. White

osd@delaware.gov

Become
a certified
diverse
supplier.



What is an
Opportunity
Zone?



Where can I learn more?

<https://business.delaware.gov/opportunity-zones/>

Deadline for applications


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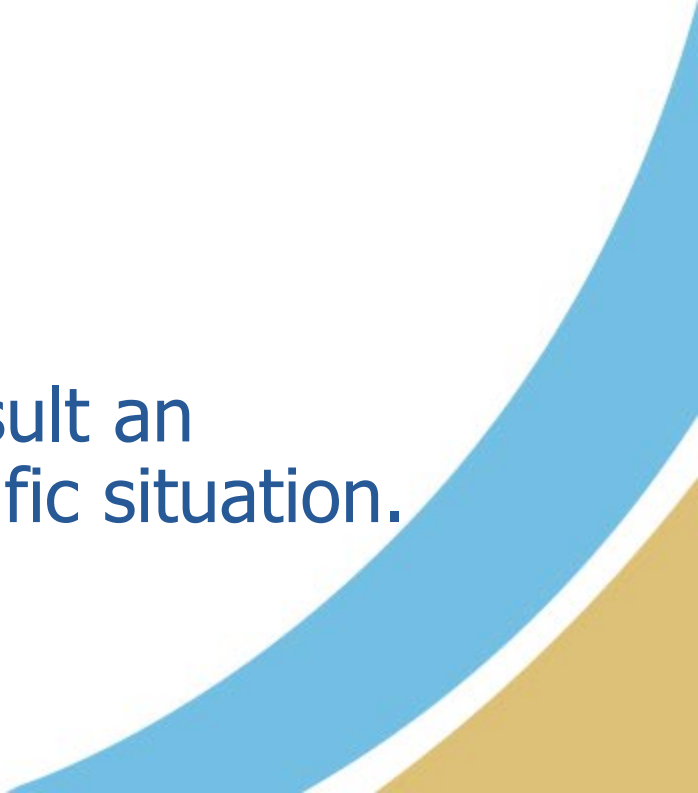
Submit to: edgegrants@delaware.gov

A decorative graphic in the bottom right corner consisting of two overlapping curved shapes. The top shape is a light blue arc, and the bottom shape is a gold arc, both curving upwards and to the right.

After Application Submission

- Four rounds of internal review and scoring
 - Judging on two separate days – one for STEM, one for Entrepreneur
 - Estimated timeframe is end of April/beginning of May for final judging
 - Awards announced May/June
- 

After Award

- Sign grant agreements
 - Confirm compliance before we disburse the funds
 - Reporting requirements afterward
 - 5-year commitment to remain in state
 - EDGE Grants are considered taxable income. Consult an accountant if you have questions about your specific situation.
- 

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How to Submit a Winning EDGE Grant Application

Stephen Sye

CEO & Co-founder of Futures First Gaming



Why the EDGE Grant Matters

Business Growth

The EDGE Grant helps Delaware businesses scale and innovate, leading to significant growth.

Financial Support

The grant provides a 3-to-1 match funding (up to \$100,000 for STEM businesses), unlocking valuable resources.

Opportunity Creation

The program creates opportunities for businesses to expand their impact, leading to job creation and innovation.



Tip 1 - Stay in Contact with Your Delaware Small Business Manager

Unmatched Resource

Your Small Business Manager is your best source of guidance and support.

Expert Insight

They provide valuable insight and help you refine your application to align with EDGE goals.

FFG Example

Anastasia Jackson was instrumental in guiding Futures First Gaming through the process.





Tip 2 - Be Clear About Your Vision and Impact

Articulate Your Why

Clearly explain the problem your business solves and why it's important.

Highlight Impact

Demonstrate how your business contributes to the community or industry.

FFG Example

FFG emphasized bridging the digital divide and creating opportunities for underrepresented youth.





Tip 3 - Align with EDGE Grant Goals



Scaling Your Business

Show how the grant will help you expand your operations and reach.



Innovation and Growth

Demonstrate how you'll invest in new products, technologies, or markets.



Measurable Results

Highlight quantifiable results, such as job creation, revenue growth, or new products.



FFG Example

Opening FFG Central would create jobs and a hub for esports education.



Tip 4 - Provide a Detailed Budget and Plan



1

Clear Allocation

Outline how every dollar will be used to achieve your goals.

2

Alignment with Objectives

Ensure your budget directly supports your stated objectives and milestones.

3

Professionalism and Readiness

A detailed budget demonstrates your commitment to achieving your vision.

4

FFG Example

FFG's budget included equipment, marketing, and furnishing.



Tip 5 - Tell Your Story and Show Passion

1

Share Your Journey

Highlight your accomplishments, challenges, and the driving force behind your business.

2

Passion and Drive

Express your enthusiasm and dedication to making your vision a reality.

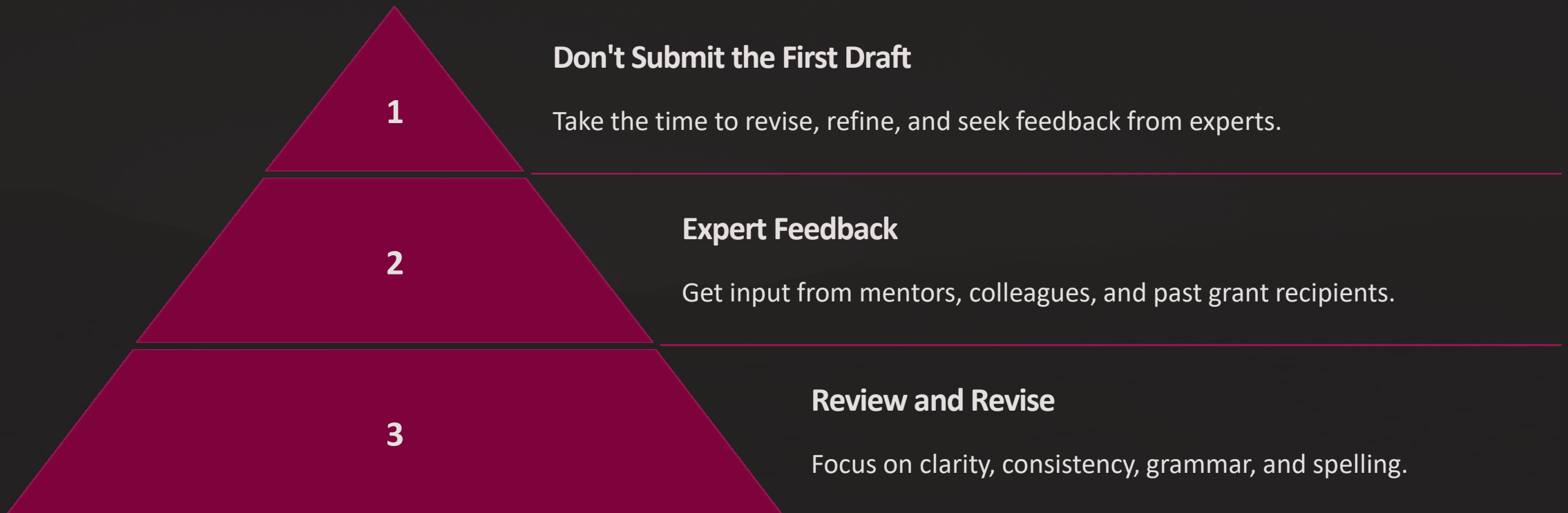
3

FFG Example

Gaming and education drove us to start their business during the pandemic to provide opportunities for all!



Tip 6 - Edit, Revise, and Seek Feedback



Stephen's Advice - Take Pride in the Process

1

Business Growth

The grant application process will strengthen your business and refine your goals.

2

Roadmap for Success

Develop a clear plan for achieving your goals and expanding your impact.

3

Valuable Experience

Gain valuable experience and build confidence for future opportunities.

4

Focus on the Journey

Regardless of the outcome, the process will be valuable for your business.





You've Got This!

1

Clarity

Craft a clear and compelling application that highlights your vision and impact.

2

Alignment

Ensure your application aligns with EDGE Grant goals and demonstrates your commitment to innovation and growth.

3

Storytelling

Share your story and passion to connect with the reviewers and make a lasting impression.

4

Thank You

Best of luck with your EDGE Grant application.





Small Business Development Center
DELAWARE





The Small Business Development Center

- Started here in Delaware 40 years ago
- Serving all three counties
- Funded by SBA and State of Delaware
- Hosted by University of Delaware
- Services are FREE and confidential



Who is the Delaware SBDC?



88
BUSINESS STARTS



1,525
CLIENTS COUNSELED



239
EVENTS



11,210
COUNSELING HOURS



100%
WOULD RECOMMEND
SBDC ADVISING
*2023 Annual Economic Impact Survey



+ 115%
IN SOCIAL MEDIA
AUDIENCE



3,705
PEOPLE TRAINED

OVER THE LAST

TWO YEARS

OUR TEAM HAS WORKED HARD TO
HELP DELAWARE'S SMALL
BUSINESSES GROW & SUCCEED

63%

MINORITY
BUSINESSES

120+

HISPANIC
BUSINESSES

\$51

MILLION
IN CAPITAL



5,704
JOBS SUPPORTED

55%

WOMEN
BUSINESSES

100+

VETERAN
BUSINESSES



94%

RATED TRAINING AS
GOOD/EXCELLENT
*for How to Start a Business, our
most popular training course



40% RURAL BUSINESSES

60% URBAN/SUBURBAN BUSINESSES

AMERICA'S
SBDC
DELAWARE

Who is the Delaware SBDC?

The Delaware SBDC delivers training programs and FREE professional consulting services to help innovators, startups, and existing businesses (with 0-500 employees) formulate and execute strategies to grow and succeed.

The SBDC is the only statewide, nationally accredited program that provides high quality one-on-one consulting, training and information resources. If you want to start or grow your business, contact us today!

	BUSINESS PLANNING	Work on writing, adapting and making the best use of a strong business plan
	DATA ASSURED	Equip employees with the skills to keep business and personal data safe from cyber threats
	MONEY MATTERS	Work to perfect your budget, find the right funding, and even prepare grant/loan applications
	TECH & INNOVATION	Turn that innovative idea into a scalable, profitable, application-ready business concept
	DIGITAL COMPASS	Establish or refine your online presence with strategic marketing and digital communications
	STUDENT LINK	Work directly with groups of business-focused UD students to improve your strategy

EDGE Grant Best Practices

- Start working on your EDGE grant now, not the week before the deadline! The more time you work on it now, the less stressed you will be in late February!
- Remember to show in your project budget what is planned to be funded from EDGE and what you plan to pay for or secure financing for (i.e. if your truck and the upgrades on truck cost \$60,000, how much of that is coming from EDGE and how much is out of pocket, loan, etc.)

EDGE Grant Best Practices

- While your financial projections for the next 5 years are forecasted estimates, you want to show how an EDGE grant will result in additional sales, lower debt costs, and an increased bottom line
- Your financial projections should include scenarios for how your business performs with an EDGE grant award and how you will perform without the award
- TRACK and ACCOUNT for your expenses WHEN YOU WIN!



Our EDGE Grant Role

- Once you speak with a Division of Small Business Regional Business Manager, they will refer you to the SBDC for advising.
- Our advising sessions are generally via Zoom.
- We work with you to review and improve your grant proposal and your financial projections. While we won't write your grant nor predict your sales or bottom line, we'll be happy to help strengthen your application and budget!





For more info on the Delaware SBDC

delawaresbdc.org



Connect with the Division on Social

**Updates
and
important
information
frequently
shared on
social**



@delawaresmallbusiness



[LinkedIn.com/company/de-smallbusiness](https://www.linkedin.com/company/de-smallbusiness)



@delawaresmallbusiness

Sign up for our E-Newsletter

- Distributed Weekly on Wednesdays
- Filled with partner resources and DSB News
- Go to business.Delaware.gov and sign up at the bottom of any page:

Sign up for updates!

Get news from Delaware Division of Small Business in your inbox.

* Email

By submitting this form, you are consenting to receive marketing emails from: Delaware Division of Small Business, 99 Kings Highway, Dover, DE, 19901, US, <http://www.business.delaware.gov>. You can revoke your consent to receive emails at any time by using the SafeUnsubscribe® link, found at the bottom of every email. [Emails are serviced by Constant Contact.](#)

Sign up!



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News & Events
Wednesday, January 15, 2025


EDGE Grant Information Session - January 22 at 10 A.M.



Learn how to apply for the EDGE Grant competition and what elements are needed for a successful application. You'll hear from the Division's staff, our partners at the SBDC and a previous EDGE winner with tips.

[Learn More](#)

Questions About EDGE?

- Online
 - Visit **de.gov/edge**
 - Click on the green box to find your area's Business Manager
 - Email
 - **business@delaware.gov**
(this is not the email for submissions)
- 

Business Managers

1. Wilmington Area – Joe Zilcosky
Joe.Zilcosky@delaware.gov
2. New Castle County – David Mathe
David.Mathe@delaware.gov
3. Kent County – Anastasia Jackson
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4. Sussex County – Laura Wisler
Laura.Wisler@delaware.gov

Office of Supplier Diversity

Shavonne White

Email: osd@delaware.gov

Webpage: de.gov/osd



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