

Jumpstart Evanston

Funding Application Guide

Please read carefully and follow all instructions.

Key Dates

 Business Plan Deadline	 Pitch Night
March 6th by 11:59 PM	March 13th (TBD) Location: The Roundhouse

Application Process

1	Due: March 6th by 11:59 PM Email your business plan to: jumpstartevanston@gmail.com
2	After submitting, our team will: • Verify your business's eligibility • Confirm your class attendance <i>You will receive an email confirming your pitch date/time — or an explanation if your submission was not accepted.</i>
3	Pitch Length: 20 minutes (strict time limit) Pitch Deck: No more than 12 slides Each slide should highlight key points from your business plan. Helpful resources: • Template: Pitch.com 10-Slide Deck Template • Design Tool: Canva Pitch Deck Templates • AI Assistance: Leonardo AI & Google Gemini
4	Location: The Roundhouse (March 13th) Deliver your 20-minute pitch to the judging panel and be prepared to answer questions about your business plan.
5	A panel of 3–5 judges will evaluate each request and vote on funding decisions.

Funding Eligibility

 Eligible Expenses	 Ineligible Expenses
• Small equipment (under \$5,000) • Materials • Marketing • Software • Product development • Prototyping	• Rent • Utilities • Staff compensation • Owner compensation

Tips for Success

 Time Management Practice your pitch to ensure it fits within the 20-minute limit.	 Clear & Concise Present information clearly and efficiently. Avoid rambling.	 Professionalism Dress professionally and be prepared to answer questions thoughtfully.
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Questions? Contact us at jumpstartevanston@gmail.com | Good luck to all applicants!