

Application Questions for Glossier's Grant Initiative for Black-Owned Beauty Businesses

Thank you for your interest in Glossier's Grant Initiative for Black-Owned Beauty Businesses. The goal of this initiative is to help drive meaningful change in the beauty industry by supporting Black-owned businesses with capital, advisory support, and amplification.

Through this initiative, businesses can apply for one of three grant types based on their current business stage:

- If you are a **pre-launch business** (you have a finalized business plan and are planning to launch your products within the next 12 months) you may apply to receive a **\$10K grant**
- If you are an **early stage business** (you have launched in the past 12 months and are working to grow a customer base) you may apply to receive a **\$30K grant**
- If you are a **growth-stage business** (you launched over 12 months ago and are working to scale your operations) you may apply to receive a **\$50K grant**

In addition to receiving funding, the approximately 15 businesses selected for these grants will have the option to receive advisory support from relevant team members at Glossier and amplification via Glossier's channels consisting of at least one dedicated Instagram story highlighting the business.

Applications will be open through July 3, 2020 at 11:59PM ET and recipients will be announced in mid-August. Finalists selected for this grant will likely be contacted by Glossier for additional information, including financial statements, before being confirmed for the grant funding.

Please note: This application should take around 1-2 hours. Please review the application questions in advance and keep a separate record of your answers, as your work will not be saved on the form prior to submission. All non-public business and financial information provided in the application will be kept confidential.

ELIGIBILITY QUESTIONS *(RELEVANT FOR ALL STAGES)*

- Please confirm your eligibility for this Initiative by checking each of the following that applies to you and your business:

- You are a U.S.-based business, incorporated as a legal entity in the U.S.
 - You (the applicant) are an owner of the business
 - You (the applicant) identify as Black or African American
 - You (the applicant) are 18 years of age or older
 - Your business is at least 51% majority Black owned
 - Your business sells physical beauty products (cosmetics, products or tools for face, body or hair)
 - None of the above
- Please select one of the below stages that represents your business:
 - You are a **pre-launch business** (you have a finalized business plan and are planning to launch your products in the next 12 months). You are applying to receive a **\$10K grant**.
 - You are an **early stage business** (you have launched in the past 12 months and are working to grow a customer base). You are applying to receive a **\$30K grant**.
 - You are a **growth-stage business** (you launched over 12 months ago and are working to scale your operations). You are applying to receive a **\$50K grant**.
 - None of the above

BUSINESS OWNER'S PERSONAL INFORMATION *(RELEVANT FOR ALL STAGES)*

- Full Name:
- Email Address:
- Phone Number:
- [Optional] If you are interested, you may upload your resume:

BUSINESS DETAILS *(RELEVANT FOR ALL STAGES)*

- Legal Entity Name:
- Ownership Breakdown (if you are the sole owner you can simply state that; if you have co-owners please list below along with applicable ownership percentage):
- Business Mailing Street Address:

- Please confirm if your business has raised any funding, either debt (e.g. loans) or equity (e.g. seed capital, Series A). If yes, please provide: (1) the type(s) (debt vs. equity), (2) the amount(s) raised and (3) the month/year raised. If not applicable, just write N/A.

BUSINESS OVERVIEW (RELEVANT FOR ALL STAGES)

Note: There are no wrong answers. Feel free to structure your responses to the questions below in a way that makes the most sense for you and your business.

- First, we would love to hear about you. Tell us your story and how you came to build your business.
- Tell us about your business. How does it represent a fresh perspective in the beauty industry?
- If you are selected, how will you use this grant funding to execute the vision for your company's future?
- Please share a link to your business's website (if you have one):
- Please share link(s) to your business's Instagram, Facebook, Twitter, and other social media account(s). If your business does not have social media accounts you are welcome to share links to your personal social media instead:
- [Optional] Feel free to share 1-2 professional references that Glossier may contact if we are interested in gathering more information. Please include the name, email address, and relationship for each (e.g. a former colleague, a mentor, etc.):

PRE-LAUNCH BUSINESS (ONLY RELEVANT FOR THOSE APPLYING FOR THIS STAGE)

- Tell us about your vision for your business, and your approach and timeline for your upcoming launch.
- What values do you hope your business will embody as it grows?
- Please provide your projected net sales for 2021 (a range is acceptable).

EARLY STAGE BUSINESS (ONLY RELEVANT FOR THOSE APPLYING FOR THIS STAGE)

- How many full-time and part-time employees does your business currently have?
- When did your business launch? Please provide month and year.
- Tell us about your vision for your business in the next 12 months and beyond.

- Please describe the mission and/or values that drive your business.
- Please provide your projected net sales for 2020 (a range is acceptable).

GROWTH STAGE BUSINESS *(ONLY RELEVANT FOR THOSE APPLYING FOR THIS STAGE)*

- How many full-time and part-time employees does your business currently have?
- When did your business launch? Please provide month and year.
- Tell us about your vision for your business's growth over the next year and beyond.
- Please describe the mission and/or values that drive your business.
- Please provide your net sales for 2019 and projected net sales for 2020 (a range is acceptable).

CLOSING QUESTIONS *(RELEVANT FOR ALL STAGES)*

- Aside from funding, are there any areas of business development and/or management that you would value support from Glossier on? (*e.g.* managing a supply chain, developing a PR/press strategy, building a community)
- [Optional] Feel free to upload any relevant documents to further support your application. Please note it might take a moment to upload your file. Please use the space available in the next two fields to upload additional documents.
- [Optional] Feel free to link to any relevant press/media coverage of your business that you think will further support your application.
- [Optional] Anything else you think we should know?
- As a part of this initiative, Glossier will highlight recipients on its channels at least once in 2020. Is this something you would be interested in? Yes/No
- As a part of this initiative, Glossier will provide advisory opportunities to recipients through February 2021. Is this something you would be interested in? Yes/No

- As a part of this initiative, Glossier may be interested in including or referencing your business in press coverage highlighting the grant fund. Is this something you would be interested in and comfortable with? Yes/No
- Lastly, if you're selected as a finalist for this grant, you will be asked to provide more detailed business and financial information, including financial statements if you're an applicant for the early stage and growth businesses categories. Will you be able to provide this? Yes/No