



2008 Grant Winner Bridgland Studios
"Montage Necklace"

2006 Grant Winner
Ananda Khalsa Jewelry
"Bluebird Necklace"

2007 Grant Winner
Belle Brooke Designs
"Tryptic Necklace"

2009 Grant Winner
VOSTENAK Studios
"Berry Garland"

Are you launching a jewelry line at the national level? Do you have what it takes to make the cut in both design and business planning? Halstead Bead, Inc is calling for entries to its fifth annual business grant competition. You could join our exclusive circle of grant winners and finalists. You've seen them in magazines, juried shows and stores across the country. Win start up funds, jewelry materials, media exposure and recognition by the only business grant competition of its kind in the industry. Halstead Bead is proud to support American jewelry designers every day with our great products & services as well as this development program.

WINNER WILL RECEIVE:

\$5,000 cash business grant



\$1,000 Halstead Bead, Inc. gift certificate



One page feature profile & jewelry showcase in our 2011 Catalog & on our website



Press release announcing the winner to relevant industry publications



Engraved plaque

ELIGIBILITY REQUIREMENTS:

Applicants must meet all of the requirements below to be considered for this competition.

- Applicant must be a student or professional jewelry designer
- Applicant must intend to pursue a full-time career in bridge jewelry design
- Applicant must intend to develop a branded line of bridge jewelry for resale
- Applicant must intend to sell their branded line at a regional or national level
- Applicant must have started their bridge jewelry business after January 1, 2007
- Applicant must not have ever been convicted of a felony
- Applicant must be a U.S. citizen

INSTRUCTIONS:

DEADLINE: Postmarked between April 15, 2010 and June 9, 2010

WINNER NOTIFICATION: August 2010

Please carefully review this brochure and application form. It should be included with your completed application package. Application requirements are extensive and will require a great deal of preparation time. Late or incomplete submissions will not be considered. FAQ's, tips and hints are available on the grant website. All applicants are advised to review these materials prior to completing your submission. All forms should be filled out legibly and clearly. Other application components should be typed in a standard business font. Submission materials will not be returned to you. We will confirm receipt of your materials via email.

Please mail all submissions to:



APPLICATION QUESTIONS

Short Answer Questions:

Please answer each of the following questions on a separate sheet(s) of paper. Each answer should be 1 page or less per question.

- What business/brand name will you be using for your creations? Why did you choose this name?
- How did you get started in jewelry design? What events motivated you to start your company?
- Who are your target buyers? What image do you want to project for your brand name?
- Please list how you would budget the \$5,000 cash grant if you were to win this award.
- What sales and distribution channels do you plan to use for your jewelry?
- How do you plan to market your business?
- How do you plan to use your website and the internet for marketing? If you do not plan to use the internet to market your company, please explain why.
- What is your pricing strategy? How does this relate to your target market and your competition?
- What skills do you have to run a business? What skills do you need to attain and how do you plan to do so?

Long Answer Questions:

Please answer each of the following questions on a separate sheet(s) of paper. Essay format or spreadsheet format is acceptable.

- Please outline a three year timeline for your business development including steps to take, necessary purchases/investments and goals to achieve.
- Describe your direct competition. What competitive advantage do you bring to the bridge jewelry market?
- Please detail your sales goals for the next three years in both revenue dollars and piece quantities. Also detail your anticipated business costs.
- What is your current production capacity? How do you plan to adapt your production capacity to meet your sales goals over the next three years?
- When will you break even on your business venture? What will it take for this company to be viable in the long-term and provide you with a realistic salaried income for your lifestyle and location?



2010 JEWELRY DESIGN BUSINESS DEVELOPMENT GRANT APPLICATION FORM

Name _____

Position _____

Business Name _____

Mailing Address _____

City _____ State _____ Zip _____

Phone _____ Fax _____

Email _____

Website _____

Year business established _____ U.S. Citizen Yes No

Please mark all of the professional service providers you have worked with to date (check all that apply):

Public Relations Sales Representation Accountant

Legal Counsel Web Designer Graphic Designer

Business Consultant Production Assistants

Others: _____

Current Sales Channels (check all that apply):

Your own retail store Other retail stores Galleries

Your own internet store Other internet stores Home parties

Sales Rep Others: _____

FOR MORE INFORMATION, VISIT US AT WWW.HALSTEADBEAD.COM/GRANT