

Letter of Intent

Application Questions

The Letter of Intent application is organized around four major focus areas:

- Partners & Collaboration
- Alignment with ROI's Goals
- Challenges & Opportunity
- Urgency

The purpose of a Letter of Intent is to reduce initial barriers to participation. The Letter of Intent is shorter and less complex than a response to a Request for Proposals, thereby reducing the time burden on potential applicants. It also helps the Review Committee more quickly filter out applicants that do not meet the basic criteria or are not a strong match with ROI's goals. The Letter of Intent focuses more on alignment, whereas **the full proposal will require more specific information about activities, outcomes, partner engagement, and more.**

Eligibility Requirements

1. This is a fund to support collaborative work. Applicants must be applying on behalf of three or more total partners (including the applicant).
2. Groups must then identify a "Lead Agency" to serve as the applicant. Applicants are responsible for receiving and managing funding, if selected.
3. The proposed Lead Agency must be based in a geographic area with a population of 30,000 or less AND proposed activities must benefit residents of a geographic area with a population of 30,000 or less.
4. In addition to working collaboratively (or having a plan to work collaboratively), eligible applicants must be focused on improving the entrepreneurial ecosystem in support of entrepreneurs and small businesses.
5. Please read ROI's FAQ for more information on eligibility and what contributes to a competitive proposal.
6. Please read ROI's Overview of Categories [[hyperlink](#)] to learn more about allowable expenses, sample projects, and characteristics of each ROI category.

Letter of Intent Application

Overview of Applicant

Lead Applicant Organization

EIN #

Entity Type (nonprofit, Tribal government, government)

Address

Phone Number

Contact Name

Contact Title

Contact Email

Contact Phone Number

Describe the geographic area to be served (population, demographics, etc.).

Summarize your organization's purpose, core programming or services, and two recent accomplishments. (Limit 1,500 characters.)

Describe how your organization's services and/or programs contribute to the success of entrepreneurs, the conditions necessary for entrepreneurship, or the field of entrepreneurship. (Limit 2,000 characters.)

Partners & Collaboration

Name any partners with which you currently work to develop or strengthen the entrepreneurial ecosystem in your community. [Hyperlink to definition and examples of ecosystem frameworks.] (*Limit 2,000 characters.*)

Name any new partners (or types of partners e.g., government entities, local schools, venture capital firm, etc.) with which you seek to work as part of this initiative. Describe your plans to engage them. (*Limit 2,000 characters.*)

Category

Please review the three categories. Indicate the category that best aligns with your current work and vision for your community.

Concept

Launch

Scale

Briefly describe the current characteristics of your community, or the state of your current work, that led you to choose this category. Bulleted answers are preferred. (*Limit 1,000 characters.*)

Alignment with ROI's Goals

If selected, how will this funding be used to increase your community's capacity to support entrepreneurs and small businesses? (*Limit 2,000 characters.*)

How will this funding increase your ability to gain and retain meaningful partnerships with other organizations dedicated to supporting entrepreneurs?
(Limit 2,000 characters.)

Challenges & Opportunity

Describe the challenges facing entrepreneurs in your community. (Note: Concept communities may not be aware of the challenges faced by entrepreneurs. If you are applying as a Concept, describe how the broader challenges in your community are or could be limiting entrepreneurship.) (*Limit 2,000 characters.*)

What opportunities exist in your community? Describe a few of your community's strengths. (*Limit 2,000 characters.*)

Describe any work completed to date that can be built upon with this funding.
(*Limit 1,500 characters.*)

Urgency

What opportunities would be lost if funding were not awarded? (*Limit 2,000 characters.*)

What internal or external factors make now the best time to pursue this initiative or vision? (*Limit 1,500 characters.*)

Budget

How much are you requesting? (*Enter dollar amount only.*)

For what specifically will the funding be used? (*Limit 2,500 characters.*)

Attachments, Disclaimers, and Certifications

1. An optional document providing information deemed relevant to this request may be submitted. The purpose of this document would be to provide additional information to help the Selection Committee better understand your community or your request. This attachment cannot exceed two pages and must be submitted in PDF format. This attachment is optional.
2. No attachments are required.

By typing my name below, I verify that:

- All information contained in this proposal is accurate and true to the best of my knowledge.
- I understand that submitting a Letter of Intent application does not guarantee any award of funding from Business Oregon through the ROI program.

Name

Title

Date

Submit LOI

Letter of Intent applications(a completed PDF form) are submitted via email to: BizOR.ROI@oregon.gov. Please use the subject line: "LOI Application, [Agency Name]." If choosing to submit the optional attachment, it should be no more than two-pages and in PDF format. Check that your total email size (including attachments) is not larger than 10MB (our email system accepts up to this amount).

Review Process

The Letter of Intent application will be published on November 8, 2017, with completed applications due by noon on December 1, 2017. Applicants who are invited to submit a full proposal will be notified by January 5, 2018. Full proposals (responses to a published Request for Proposals) will be due by January 29, 2018.

Scoring Criteria

A formal rubric with a scale of 1-5 points per questions will be created and distributed to each member of the Review Committee. This rubric will include separate guidelines per category (Concept, Launch, Scale). A total of 30 points are possible with scoring criteria in the following categories:

Category	Basic Scoring Criteria
Applicant	<ul style="list-style-type: none"> • Applicant serves a rural community. • Applicant has experience serving entrepreneurs or contributing to the entrepreneurial ecosystem.
Partners & Collaboration	<ul style="list-style-type: none"> • Applicant has committed or identified partners and a plan for working together. • Applicant would be able to leverage additional partnerships through this funding.
Challenges & Opportunity	<ul style="list-style-type: none"> • Applicant demonstrates an understanding of the challenges entrepreneurs in their community face, and can articulate how that relates to the broader economic landscape. • Applicant demonstrates an understanding of the opportunities in their community and how they relate to entrepreneurship.
Urgency	<ul style="list-style-type: none"> • Applicant make a compelling argument that funding would address an urgent need or opportunity. • Funding would make a demonstrable impact on this community.
Alignment with ROI's Goals	<ul style="list-style-type: none"> • Funding would increase the community's capacity to better serve entrepreneurs. • Funding would deepen partnerships necessary for a cohesive entrepreneurial ecosystem.
Budget	<ul style="list-style-type: none"> • The amount requested is reasonable compared to the activities proposed. • The proposed expenses align with the activities and goals described by the applicant.