

petersen INSPIRING WOMEN IN AUTOMOTIVE business incubator program

The Petersen Automotive Museum envisions a rapidly evolving, multi-dimensional society that thrives as a progressive, globally respected center for automotive research and collection. Following this vision, the museum is launching a female incubator program that will assist female lead startups, entrepreneurs and small businesses in the Automotive sector to support, navigate and supplement the necessary tools to succeed in an increasingly competitive market. With only 23.6% of motor vehicles jobs held by women in 2019, we want to empower and develop women in the automotive industry.

Recipients will receive:

- \$25,000 investment for 1-3% of company ownership [in exchange for equity stake]
- 3-month mentorship program
- Program Department Assets & Tools

For More Information Contact:

Jasmine Gonzalez, Director of Group Services
Jgonzalez@petersen.org

Part I: Application

First name

Last name

Company name

Company address

Employer Identification Number

Phone Number

Email

Part II

Describe your company in one or two sentences

How is your product/service unique?

What is the number of employees in your company?

Where is your company based?

When did you start your business?

Why did you start this business?

Are you a minority business enterprise?	yes	no
Are you a Sole Proprietorship, Partnership or Corporation?	yes	no
Does the company have a patent?	yes	no
Has the company received prior funding?	yes	no

Check areas of assistance requested from Program

Business Development

Marketing Strategy

Retail Strategy

Graphic Design/ Branding

Website Design

Information Technology Resources

Part II continued

How would you use the \$25,000?

How do you plan to finance this business?

Last year's total sales

Last year's total profit

Name, Address, and phone number of all participants

Why are you interested in the Petersen Business Incubator Program?

Are you willing to submit a background check?

yes

no

Part III

You are not required to submit the following with your application, but if you have any of the following, it will help us evaluate your business. Please submit with application.

Resumes of Management Team

Business Plan

Business Model Canvas

Pitch Deck of Sales

Pitch Deck for Investors

Marketing Materials

Financial Statement

(check)

Part IV

The Advisory Committee of the Business Incubator Program will review your application and you will be notified if your business is eligible for consideration. A meeting will be scheduled for a site tour of the museum and facilities as well as a panel interview. You will need to submit a copy of your business plan (If you have one), including financial statements.

The Advisory Committee will review your application and all supporting documentation.

If your application is approved and you do not have a formal business plan, you will be expected to create one within one month of starting the program. We can help you with creating your business plan.

I acknowledge the information provided in this application is accurate. I also understand my information will only be shared with the members of the Business Incubator Program Advisory Committee.

Signature

Name

Date