 theBROOKLYN*FashionIncubatorInc*

240 Kent Avenue Suite K2/B26｜Brooklyn, NY ｜11249

**The BROOKLYN Fashion Incubator, Inc.**

**Fashion Business Remote Participant Application**

**The Remote Program:**

The **BROOKLYN Fashion Incubator (BFI)** at Berkeley College Campus Brooklyn is a 501(c)3 not-for-profit funded by corporate partners such as Macy’s, UPS, Hedaya Capital, and others -- with a mission to provide emerging U.S. apparel and/or fashion-focused businesses with the mentoring, direction, expertise, and guidance to assist in the growth of their young businesses.

Throughout the Membership Program, **BFI Remote Program** participantswill receive individually tailored guidance and direction focused on their very specific fashion business development, including as it relates to production, prioritizing and planning, managing finances, growth projection, social media/tech and online presence, business plans, marketing, presentation, selling, etc. The program participants will be provided with customized attention designed and intended to help each of them grow their business to the next level – without having to physically be at BFI offices in Brooklyn, NY.

The **BFI Remote Program Participants** will receive experienced direction and feedback for each of their specific needs for their individual growth. They will also be invited to participate in a number of press and promotional event opportunities designed to deliver attention to their young businesses.

**The** **BROOKLYN Fashion Incubator** supports talent that understands that the program is a business proposition, not merely a creative opportunity. Minimum length of participation from BFI Remote Program is three (3) months. Participants can always convert to the Full Year Program, provided there is space available.

**Eligibility:**

Applicants seeking admission to the **BFI** at Berkeley College are required to:

Reside in the United States and be 21 years of age.

Provide a **minimum** of three (3) images of your business, the work that best reflects your vision for your brand.

Have already started a fashion-related registered business in the U.S.

Submit a non-refundable application fee of $75.00.

Be able to commit to **BFI Remote Program**, utilizing all offered resources.

**Submission, Timeline and Fees:**

The Application **MUST** be submitted to the **BFI** review panel in **BOTH PRINTED AND ELECTRONIC** format.

**E-mail:** BROOKLYNFashionInc@gmail.com

**Make THE SUBJECT:** …YourFIRST and LAST NAME + Business Name BFI Application

**By U.S. Mail To:**

**The BROOKLYN Fashion Incubator**

**Maria Barraza**

**Executive Director**

**240 Kent Avenue Suite K2/B26,**

**Brooklyn, NY 11249**

**The application along with the non-refundable application fee of $75** must be received two weeks prior to the start of your first month of Membership. Payment can be received via check along with the printed application. Please make your check payable to **The Brooklyn Fashion Incubator, Inc**.

--If accepted to participate in the Remote BFI Incubator Program there will be two participation levels and these will be paid three months in advance. After the first three months as a participant, the monthly fee is payable to the Incubator by the 10th of each month. Credit cards are accepted.

**SILVER LEVEL** - $125 Per Month: Includes two (2) one hour mentorship and strategy sessions with BFI Executive Director, Maria Barraza – plus:

* Referrals to valued resources for supplies, production, etc.
* Invitations to free workshops held at BFI, given by experts in their fields covering various topics.
* Inclusion in Pop-up selling events produced and coordinated by BFI and its staff. This inclusion will be at reduced rates.
* Invitations to attend various BFI events, including panel discussions by experts in their fields, field trips, plus other industry special events.

**GOLD LEVEL** - $175 Per Month: Includes all benefits included in the Silver Membership, plus four (4) 1 hour mentorship sessions with Executive Director, Maria Barraza.

* **Sales and marketing assistance by BFI’s Sales Associate. This sales assistance will be provided in ½ day increments 2X’s per month. BFI’s Sales Associate will research appropriate targets and is individually tailored to your specific business and aims to set up sales presentation appointments for your brand.**

**Judging Criteria |** The **BFI** will judge Remote Incubator applicants based on the below criteria - **Remote Participants** should:

Have the ability to commit to **BFI** and utilize all the available resources offered, with the intent and a clear plan to grow their businesses. Participants will also have a strong vision for their business and business plan.

Demonstrate a high level of responsibility, dedication, and professionalism - to both the Incubator program and their businesses. They will also demonstrate a manageable level of financial ability to fund their new businesses: $5,000+.

Have the ability to work professionally and well with others with the desire and flexibility to engage in and be respectful of the program’s many collaborators.

Understand that while we are here to provide resources that help establish their business, ultimately, participants are fully responsible for each and every aspect of launching, operating, and growing their individual businesses.

Understand that we cannot help teach design. We do our best to provide the resources to help lay a proper vision for the business along with a solid production foundation, coupled with a realistic marketing and sales plan designed to grow the bottom line.

**BFI Remote Participant Checklist:**

Please be sure you have sent the following:

✓ Application **both Printed and Electronic.**

✓ $75 non-refundable Application Fee via mail.

✓ Resume **both Printed and Electronic.**

✓ Images of your product(s) – or service description - in a press kit, look book, line sheet or similar format. **Both Printed and Electronic.**

**The Brooklyn Fashion Incubator @ Berkeley College**

**Remote Participant Application**

**1. Name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**2. Mailing Address: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**3. Date of birth: \_\_\_\_\_\_\_\_\_\_\_\_\_\_** **4. Telephone No. : \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**2. Website or Blog: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ 5. E-Mail address: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**6. Name, address and Status of Business (i.e. C-corp., S-corp., LLC, LLP, Sole Proprietorship, Partnership, or not yet registered. Does not affect eligibility):**

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**7. Is your business a woman-owned or minority-owned business?**

**(Solely for informational purposes, does not affect eligibility).**

**Yes or No: \_\_\_\_\_\_\_\_\_\_**

**8. Describe your business in 200 words or less – include your mission statement.**

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**9. What is your intended or current channel of distribution (direct to consumer, specialty stores, department stores, online, etc.) (30 words min.):**

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**10. Who is your competition – in 30 words min. (attachments accepted):**

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**11. List any awards or notable press coverage: (attachments accepted)**

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**12. What plans do you have in place to fund and budget for your business during your year as a BFI Remote Participant?**

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**13. Please write a short statement about your business and how you see it growing within the next five years. (Attach Statement: min. 350 words).**

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Thank you for applying for the 2017 Remote Participant Program at the **Brooklyn Fashion Incubator** at **Berkeley College**.

**Please paste five images from your collection in the space and pages below:**

**You can save this document as a PDF for electronic sending if you like.**

**Note: Once accepted as a Remote Silver or Gold Participant, BFI will process two (2) months payments in advance as we begin working with you immediately.**