

## **HARRISONBURG ENTREPRENEURSHIP DEVELOPMENT INITIATIVE (HEDI)**

HEDI seeks to develop early-stage business owners in the City of Harrisonburg, defined as having between \$5,000 and \$125,000 in annual revenue.

### The Program

The city selected eqALLto to provide business consulting services to participants on behalf of HEDI. The services begin with participants meeting one-on-one with a business coach to discuss the business in general, and to identify an area in which they'd like to enhance their skills. These areas may include subject matters such as marketing, sales, bookkeeping, etc.

Participants will then engage with a dedicated subject matter expert for approximately 4-6 hours of one-on-one time with their subject matter expert. All meetings are conducted virtually (through Zoom, Teams, etc.)

Once participants finish their online training, they qualify for a one-time grant of \$2,500.

### **Businesses eligible for the Harrisonburg Entrepreneurship Development Initiative (HEDI) must meet all of the following requirements:**

1. Must be a for-profit business entity with a place of business located in the City of Harrisonburg (home based businesses in the city are eligible)
2. Must have a city business license
3. Must have at least \$5,000, but no more than \$125,000 in annual gross revenues
4. Must be able to provide proof of revenue through a 2023 federal tax return or 2024 year to date income statements
5. The business is locally owned, or locally operated with headquarters in Virginia
6. Do not have any late/delinquent taxes owed to the City of Harrisonburg