

LEAGUE OF
EXTRAORDINARY
LEADERS




GIDEON 300

PROJECT



POWERED BY
NEHERMIAH LEADERSHIP INSTITUTE (NLI)



**IF YOU ARE SUCCESSFUL,
IT IS BECAUSE
SOMEWHERE, SOMETIME,
SOMEONE GAVE YOU A
LIFE OR AN IDEA THAT
STARTED YOU IN THE
RIGHT DIRECTION.**

MELINDA GATES

ABOUT GIDEON 300

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**It's more than a
helping hand.**

**It's three
hundred.**



Rashida S. Wilson, Founder

Do you remember when you first started your business? Do you recall having a dream, the drive and dedication but no dollars or donors willing to support what you envisioned? Hi. I'm Rashida. I remember all too well, and let me tell you, it was tough! I was excited AND ready but needed some help!

There are so many women who are right where we were. They see it but they can't reach it. Maybe they need an LLC, a website, legal counsel or just some business cards and collateral. Whatever needed, it costs money. Many only need a jumpstart with basic business capital to get moving. Too often as solopreneurs we are unable to get started foundationally sound because we just don't have a small stash! Gideon 300 is the end to this age old problem, offering a crowdfunding approach to help minority female entrepreneurs secure the seed capital they need to get thier businesses going.



WHAT IS GIDEON 300?

We exist to upskill, seed and source kingdom-minded minority women who have the vision to turn their passions into profit.

Gideon 300 is an NLI sponsored business incubator program for aspiring and emerging kingdom-minded businesswomen and solopreneurs. The project stands as a collective of Christian women in business who understand the financial challenges associated with starting and operating a thriving business and who desire to partner with women with a vision to turn their passions into profit.

HOW IT WORKS

NLI has aligned with stellar partners looking to advance minority women-owned businesses for Kingdom impact. These partners, known as The Gideon 300, contribute anywhere from \$100 per month to upwards of \$500 per quarter and lend their expertise in the training and development of awardees.

With their help, we are able to fulfill our mission to provide two women each quarter with \$500 in seed capital, along with \$1500 in resources and training to ensure these women have the skills and knowledge to help jumpstart their vision.

Applicants are invited to apply each quarter as long as they have not previously received an award from the program and meet application requirements.



A decorative wireframe cube is visible in the top left corner. A green plant with large, perforated leaves is positioned on the left side, partially obscuring the text. Below the plant is a small wooden table with a black metal frame.

Applicant Requirements

- Applicants must be currently employed or recently self-employed, working toward starting a kingdom-focused business with potential for future growth.
- Applicants must be in the initial phase of starting their business (6-12 months) and not a legally registered entity (e.g. registered with your state as a sole proprietor, LLC, Partnership, etc.)
- Applicants must submit a 100 - 150-word purpose statement (NOT mission & vision statements) for consideration.
- Applicants must submit a 1-2-minute business video pitch telling THEIR WHY story.
- Applicants must submit a set of clearly defined quarterly goals that align with their mission and vision statements.
- Applicants must commit to our **FREE** 2-hour business financial coaching and development program **Influence My Money: Business Edition™**.
- Applicants must commit to our **FREE** 2-hour “**Build Right™**” marketplace fundamentals training and coaching program.
- Applicants must have at minimum 50% of start-up capital (\$250) in a savings account.



Spring Applicant Timelines

Application Deadline

EXTENDED TO MARCH 20, 2022

Applicant Selection

MARCH 30, 2022

Award Announcement

APRIL 1, 2022

Award Disbursement

APRIL 15, 2022



Summer Applicant Timelines

Application Deadline

MAY 15, 2022

Applicant Selection

MAY 31, 2022

Award Announcement

JUNE 1, 2022

Award Disbursement

JUNE 15, 2022

A background image featuring two Black women. The woman on the left is wearing a purple long-sleeved shirt and has her hair styled in braids with gold and black beads. She is smiling and holding a blue clipboard with a white sign that says "OPEN" in large, bold, grey letters. The woman on the right is wearing an orange short-sleeved shirt and is also smiling. The background is slightly blurred, showing what appears to be an indoor setting with shelves.

Fall Applicant Timelines

Application Deadline

SEPTEMBER 15, 2022

Applicant Selection

SEPTEMBER 30, 2022

Award Announcement

OCTOBER 1, 2022

Award Disbursement

OCTOBER 15, 2022

GIDEON 300 PROJECT

Winter Applicant Timelines

Application Deadline

DECEMBER 15, 2022

Applicant Selection

DECEMBER 30, 2022

Award Announcement

JANUARY 1, 2023

Award Disbursement

JANUARY 15, 2023



GIDEON 300 PROJECT



HOW TO APPLY

- Complete the application on the next three pages.
- Forward your application & supplemental materials to gideon@nehermiah.com by the listed deadline.
- Monitor your email for award announcements.

Let's
GO!

GIDEON 300 APPLICATION

Date:

Name:

Telephone: Alternate:

Email:

Address:

How did you hear about Gideon 300?

I affirm that...

- ☐ I am currently self employed or working while launching a kingdom-focused business with potential for future growth.
- ☐ I am in the initial phase of starting my business (6-12 months) and am not an already a legally established/registered entity.
- ☐ I agree to commit to the **FREE** 2-hour business financial coaching and development program **Influence My Money: Business Edition™** if selected.
- ☐ I agree to commit to "Build Right,™ NLI's **FREE** 2 -hour marketplace fundamentals training and coaching program.
- ☐ I have, at minimum 50% of start-up capital (\$250) in a savings account.
- ☐ I have not been awarded funds by Gideon 300 at any time prior to my present application

GIDEON 300 APPLICATION

Name:

Name of your Business

Purpose Statement: Why Does your Business Exist

My Quarterly Goals

Outline your Quarterly Goals below and or attach to your application. These goals should be clearly defined (i.e. SMART: Specific, Measurable, Achievable, Relevant and Time-Bound) and include a summary of the steps you will take to achieve them. Include any marketing and sales activities and attach any additional documentation as needed.

GIDEON 300 APPLICATION

Name:

My Statement of Quarterly Goals Plan, continued

☐

My Video Pitch (required)

Provide a link to your video pitch. The pitch should include your name, the name of your business and be no longer than 60 seconds after your introduction. We recommend loading the video to an unlisted page on your youtube account, or providing a link to the file on your cloud drive.

LINK:

Additional Information

Please provide any additional Information you'd like to provide regarding your application that you believe might benefit us in our review and selection process.

Thank you!

Thank you for submitting your application. The results will be provided via email within 7 days of the scheduled selection date.

Do not be discouraged if you are not selected when you first apply. We offer feedback at the end of every cycle so that every applicant can make the necessary adjustments and reapply the following quarter.

If you have any questions, please email us at gideon@nehermiah.com.