



westar

TRANSFORMING IDEAS INTO SOLUTIONS

NAA Presentation September 17, 2009



How to Write a Winning Grant Application

**NAA Presentation
September 17, 2009**

Mission Statement

Westar Trade Resources is committed to assisting clients to develop sustainable businesses in three ways:

Sustainable Ecology – Providing solutions that protect, preserve and enhance the environment for the needs of today without detracting from the capability to provide for the needs of future generations.

Sustainable Technology – Developing new and improved sustainable technologies that can provide technical solutions for a wide range of problems and also create new opportunities.

Sustainable Profitability – Creating long-term financial stability by developing and executing cost-effective financing solutions, risk strategies, and an adequate capital base.



Business development services include:

Planning

- Feasibility Studies
- Business Plans
- Site Selection
- Feedstock Sourcing

Developing

- Marketing Development
- Off-take Contracts
- Product Development
- International Marketing,
Development & Financing

Financing

- Traditional Financing
- Non-Traditional Financing
- USDA & DOE Loan
Guarantees
- USDA & DOE Grants
- Governmental Liaisons



Webinar Series: Where's The Money?
Project Finance Strategies during Tough Times

Session #1: How to Write a Winning Grant Application

Thursday, September 24, 12:00 pm 1:00 pm CDT

Session #2: Leveraging Hidden Assets to Provide Project Financing

Thursday, October 1, 12:00 pm 1:00 pm CDT

Session #3: Financing to Leverage ARRA Funds for Municipalities

Thursday, October 8, 12:00 pm 1:00 pm CDT

**Session #4: Emerging Clean Tech Products and Raising Capital to Fund
Production**

Thursday, October 15, 12:00 pm 1:00 pm CDT

**Session #5: How Can I Successfully Complete a USDA Loan Guarantee
Award?**

Thursday, October 22, 12:00 pm 1:00 pm CDT



Recent Grant Awardees:

East Penn Manufacturing Co. \$32.5 Million

FutureFuel Chemical Company \$12.6 Million





Application Challenges

Federal grants are hard to get.

Potential applicants are afraid to apply.

Application involves a lot of information and takes time and money to process.

The grant award time is long—6–8 months.

The applicant must be able to wait for the award.

We have been able to obtain over \$84 million in grants and millions in loan guarantees for our clients.



How to Begin

Start early!!!!

Carefully read the grant documents and make a schedule of all the requirements.

- a. Do you qualify?**
- b. Are you at the right stage with your project to apply?**
- c. Do you have the financial match or can you get it?**



Develop a team that will prepare the grant:

- **Management team must be involved, from CEO on down.**
- **Engineering and Construction Companies**
- **Legal—articles of incorporation, other docs**
- **Financial—pro-formas, also Bank or Finance Company**
- **Environmental—permitting issues**
- **Collaborators—Equipment vendors, feedstock supply, offtake agreements**
- **University—research completed or needed**
- **Consultant/Grantwriter—put everything together, organize and help balance the application and develop a strategy and a good story.**
- **Federal, state or local governmental entity.**



Develop a strategy, capitalizing on your strengths and shoring up your weaknesses—

It is YOUR story.

Make it interesting and allow the reviewers to understand it completely.

Make it balanced and complete.

Write to a 6th grade level.

Key Strategies for Success

Set up the template with proper fonts, margins, etc.

Decide a methodology for tracking changes.

Have an outline of everything that needs to be done.

Develop a Gantt chart with task assignments.

Assign a project manager.

Check file size of documents.



Schedule frequent team meetings with all team members.

Check the FOA questions on the website on a daily basis.

Complete the submission 72 hours before the deadline.

Submit 24 hours before the deadline.



Cindy Thyfault, President

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