



Program Information

Downtown Sacramento Foundation is pleased to announce that the [Calling All Dreamers](#) business incubation program will return this fall! Applications will be accepted August 1 – September 1 and the program will run September 2025 – February 2026. Every year 10 business concepts are chosen by the selection committee from the applicant pool to participate in the program.

During the program, participants are paired with a business mentor from [SCORE](#) who assists them in building out their business plan and financial projections. They attend 10+ workshops that focus on a variety of relevant topics including marketing, HR policies, workplace safety, available storefront inventory, financing options, permitting, pitching to investors, and more.

After several months, the top five concepts are chosen to move forward and are eligible to receive a cash infusion between \$5,000 - \$20,000 for their business provided they complete the program and sign a lease in the Downtown Sacramento Partnership's [district](#) within one year!

Application Requirements and Materials

1. Business Model Concept

Your submittal must include the following components and not exceed 10 pages:

Executive Summary	Provide a detailed description of the business concept not to exceed one page. Be clear and concise in providing the vision for your business. Include your mission statement.
Business Model	What are the products or services that would be delivered or sold? What is or will be the name of the business, and why? What kind of operational requirements will you have? Is this a new, expanded, or relocated business?

Financial Plan	What resources and assets will be needed (financing, inventory, equipment, licenses, permits) and what is available? What would the potential prize monies be used for?
Management Plan	Have you ever managed a business before? What has that experience taught you about this opportunity? What key personnel would your business require? Do you have a plan for the management structure?
Marketing Plan	Define the target market for the business and your core customer. How will you drive customers to your business? Who is your competition in the downtown district and outside the district that may affect your business? Why will customers come to your business as opposed to other similar businesses? How will you get the word out to your customers? Please include any market research.
Startup Timeline	Outline timeline for startup. Identify schedule and necessary resources to develop the concept (purchasing equipment, staffing, build out, obtaining permits and licenses).
Value Proposition	How will the business enhance downtown? Are there any similar businesses downtown? If so, how will your business distinguish itself?

2. 60-Second Video Pitch

Your 60-second video is your personal business pitch that gives us a flavor of your brand and business concept. It should showcase your personality and tell a compelling story about why downtown needs your business. Have fun and be creative! The videos may be shared with the public via the Calling All Dreamers website or DSP's social media channels.

3. Résumés of Owner/Business Partners

4. Other Relevant Information (logos, headshots, etc.)

All information will be kept confidential, to the extent allowed by law, and is for the use of this business plan competition. We will not provide, sell, or distribute information about your company or your business plan to other parties or third parties. The Selection Committee or DSF Board may require verification of certain information during the review of the proposed business plan. Only complete business plans will be considered, i.e. plans including all the aforementioned sections.

Questions? Email Andrew LaFrance, Program Manager, at alafrance@downtownsac.org.