

Grant Brief: GoDaddy Empower Grant

For-profit small business grant · Corporate

**\$5,000 + tools
and coaching**

AWARD AMOUNT

Corporate

SCOPE

Annual cohort applications

DEADLINE

Funder

GoDaddy

Eligibility

Entrepreneurs from under-resourced communities, US-based for-profit businesses.

Summary

A year-long entrepreneurship program with grant, coaching, and tools.

Key Details & Fit for WOW

- Selected cohorts typically include 100+ entrepreneurs nationally.
- Combines grant with technical assistance.
- Fit for WOW: brand build-out & operator network site.

Application Strategy

1. **Confirm current cycle** on the funder's site: <https://www.godaddy.com/godaddy-for-good/godaddy-empower>
2. **Tailor the narrative** — lead with WOW's role as a kid-favorite Texas event brand and operator-licensing model.
3. **Attach assets** — pitch deck, business plan, and 2–3 hero photos of the product.
4. **Submit before deadline**; calendar a follow-up 14 days later.

Reminder: grant programs change. Always verify deadline, amount, and eligibility on the funder's official page before applying.

[Open funder website ↗](#)