

Grant Brief: Hello Alice Small Business Grants

For-profit small business grant · National (private)

\$5,000 – \$25,000

AWARD AMOUNT

**National
(private)**

SCOPE

**Rolling – multiple programs
per year**

DEADLINE

Funder

Hello Alice + corporate partners

Eligibility

For-profit US small businesses; varies by program.

Summary

Umbrella platform aggregating funded grants from Mastercard, FedEx, Antares Capital, Progressive and others.

Key Details & Fit for WOW

- Create one Hello Alice profile and auto-match to active grant programs.
- Common programs: Boost Builders, Equitable Access Fund, Mastercard Strivers.
- Application typically: pitch, financials, growth plan, demographic info.
- Fit for WOW: food & beverage businesses regularly win these.

Application Strategy

1. **Confirm current cycle** on the funder's site: <https://helloalice.com/grants>
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 ↗