

Grant Brief: Visa She's Next Grant Program

For-profit small business grant · Corporate

\$10,000 + 1 year

coaching

AWARD AMOUNT

Corporate

SCOPE

Annual, typically opens

summer/fall

DEADLINE

Funder

Visa + IFundWomen

Eligibility

Women-owned for-profit small businesses in participating US cities.

Summary

Pairs cash with year-long mentorship through IFundWomen.

Key Details & Fit for WOW

- Dallas has been a featured metro in past cycles.
- Application includes pitch video + business plan summary.
- Winners often featured in Visa marketing content.

Application Strategy

1. **Confirm current cycle** on the funder's site: <https://www.ifundwomen.com/grants/visa-shes-next>
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 ↗](#)