



NYCxDESIGN's Breakout Grant for Independent Design

Overview

In a city filled with world-renowned design leaders, all five boroughs are populated with smaller workshops of talented independent designers who make up the fabric of New York City design. In that vein, NYCxDESIGN is initiating The Breakout Grant.

NYCxDESIGN supports the independent designers and design businesses who continuously create and innovate to make New York the design capital of the world. To promote entrepreneurship in design, NYCxDESIGN provides an annual grant for local independent talent and businesses to turn their next great idea into reality. The Breakout Grant provides funding for existing independent design businesses to go to market with a new product or project that is in late-stage development and can show demonstrated viability.

NYCxDESIGN will seek to fund independent designers or design businesses that embody the entrepreneurial, creative, and innovative spirit of NYC, with a foundational commitment to diversity, inclusivity, and sustainability.

In May 2021, NYCxDESIGN will give three local independent designers or design businesses grants to go to market with their next design product or project. One \$15,000 grant will be awarded to support a career-making moment. Two additional grants will be given at \$5,000 to support continued project growth*.

*Distribution amounts may be modified by the jury.

Eligibility

NYCxDESIGN will consider proposals from designers/design businesses who meet the below criteria:

- Is your business located within the five boroughs of New York City?
 - (Manhattan, Brooklyn, Queens, Staten Island, The Bronx)
 - *If your response to this question is no, you will not qualify for the Breakout Grant
- Did your business' 2019 OR 2020 annual revenue exceed \$500,000 as reported on your tax return?
 - *Please note this question asks about annual gross revenue, not net profit. Finalists will be asked to provide the relevant part of their return.
 - **If your response to this question is yes, you will not qualify for the Breakout Grant.
- Which of these following professional design disciplines does your business fall into?
Architecture, Graphics & Branding, Urban Design, Interior Design, Product Design*, Digital & Technology

*Fashion is excluded from Product Design



The Selection Process

A jury of leaders across the above design disciplines will review proposals beginning April 3, 2021. Finalists will be notified. NYCxDESIGN and the jury reserves the right to request additional back-up information from finalists. The jury will select the three grant recipients, and each will be notified.

Proposals

Proposals will be accepted between January 26, 2021 – April 2, 2021.

Responses must include:

Section		Format	Weight
THE ASK - Product or Project Summary	<ul style="list-style-type: none"> • Detailed information on the product or project you are looking to fund that is in late-stage development and can show demonstrated viability. <ul style="list-style-type: none"> ○ Please include visuals along with a written statement. • Why is this product or project needed in the market? 	Written narrative (1500 word limit) and file upload	40%
THE PLAN - How will you spend the grant funding between May 2021-April 2022	<ul style="list-style-type: none"> • Implementation schedule • Project budget • Will you be using this funding to pay third parties? If so, please name those businesses or types of businesses • Will you be adding staff or capacity? 	Written narrative (2500 word limit) and file upload	20%
THE FIRM	<ul style="list-style-type: none"> • Please include information about your studio’s experience through a written statement, visuals, and links to websites or presentations by completing the below fields. Portfolio must indicate types of clients or customers, types of products or services, images of work representing all the firm’s service areas, number of current staff members or number of vendors, any awards, any particular product successes, years in business, ownership structure, etc. Portfolio and background on your company and work • Please share background on your company and work. Describe how your design practice or business incorporates and prioritizes inclusivity, sustainability, and innovation. 	Written narrative (1500 word limit) and file upload	40%



Grant Recipients – What’s included

One \$15,000 grant will be awarded. Two additional grants will be awarded at \$5,000 each.

In addition to funding, recipients will receive:

- Recognition in a press release announcing The Breakout Grant recipients
- Article about grant recipients and their work in the May 2021 edition of *NYCxDESIGN: The Magazine*
- Conversation with grant recipients broadcasted on *DesignTV* by SANDOW during May 2021 Design Days (May 13-18)
- Conversation with grant recipients on *The Mic* (NYCxDESIGN’s podcast hosted by Debbie Millman)
- Inclusion in the online gallery to showcase products/projects of all finalists
- Opportunity for in-person feature in Fall 2021 to showcase the work you are doing with the grant funding (portfolio exhibition, studio tour, etc.)
- Complimentary media package from the SANDOW Design Group including:
 - For the \$15,000 Grant recipient (media package valued at \$40,000):
 - Interior Design
 - 1x sponsored Instagram story
 - 1x sponsored LinkedIn post
 - 1x native digital article
 - Inclusion in 1x NYCxDESIGN House Ad in Interior Design print magazine promoting the Grant recipient
 - Luxe
 - 1x sponsored Insta story
 - Inclusion in 1x NYCxDESIGN House Ad in Luxe Interiors and Design New York print magazine promoting the Grant recipient
 - Metropolis
 - 1x social push (i.e., one post each on Metropolis Instagram, FB, Twitter, LinkedIn)
 - 1x inclusion in daily newsletter
 - Inclusion in 1x NYCxDESIGN House Ad in Metropolis print magazine promoting the Grant recipient
 - For the \$5,000 Grant recipients (media package valued at \$10,000):
 - Interior Design
 - 1x sponsored Insta story
 - 1x sponsored LinkedIn post
 - Luxe
 - 1x sponsored Insta story
 - Metropolis
 - 1x social push (i.e., one post each on Metropolis Instagram, FB, Twitter, LinkedIn)



- Robust social media package on @nycxdesign channels
 - For the \$15,000 Grant recipient (package valued at \$40,000)
 - 3x dedicated posts across NYCxDESIGN’s Instagram, Facebook, and Twitter highlighting the grant recipient and their work
 - Post 1: Winner announcement
 - Post 2: Project/product spotlight
 - Post 3: Highlights from the winner's interview on The Mic
 - Mentioned and tagged in all @nycxdesign posts highlighting The Mic interview with grant recipients
 - Mentioned and tagged in one @nycxdesign post highlighting the grant recipient article on NYCxDESIGN: The Magazine
 - A social media toolkit framing the recipient as an NYCxDESIGN Breakout Moment Grant awardee
 - Inclusion in NYCxDESIGN e-blast promoting the grant recipient spotlight in the May edition of NYCxDESIGN: The Magazine
 - Inclusion in NYCxDESIGN e-blast promoting The Mic conversation
 - For the \$5,000 Grant recipients (package valued at \$20,000)
 - 1x dedicated post across NYCxDESIGN’s Instagram, Facebook, and Twitter highlighting each grant recipient and their work
 - Mentioned and tagged in all @nycxdesign posts highlighting The Mic interview with grant recipients
 - Mentioned and tagged in 1x @nycxdesign post highlighting the grant recipient article on NYCxDESIGN: The Magazine
 - A social media toolkit framing the recipient as an NYCxDESIGN Breakout Moment Grant awardee
 - Inclusion in NYCxDESIGN e-blast promoting The Mic conversation
 - Inclusion in NYCxDESIGN e-blast promoting the grant recipient spotlight in the May edition of NYCxDESIGN: The Magazine

All finalists will be featured in an online gallery to showcase proposed projects.

Timeline

- January 26, 2021
 - Application live on nycxdesign.com
- April 2, 2021
 - Proposals due
- April 2021
 - Jury deliberation
 - Finalists and Grant Recipients selected and notified
- May 2021
 - Recipients announced
 - Launch virtual gallery of finalists
 - Talks, articles, videos, etc. highlighting the recipients