



The

Ultimate Business Grant Application Guide

DR. ATINUKE

GRANT MASTERY: NAVIGATING 25 ESSENTIAL BUSINESS GRANT QUESTIONS FOR SUCCESS



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Foreward

Dr Atinuke is one of the most intelligent people I know. Her passion and energy to empower people is incredible. In the vast landscape of entrepreneurship, the pursuit of dreams and innovations often requires not just passion but also strategic resources. Dr. Atinuke's comprehensive "Grant Mastery: Navigating 25 Essential Business Grant Questions for Success," comes as a beacon for aspiring and seasoned entrepreneurs alike.

Navigating the intricate world of business grants can be a daunting task, but Dr. Atinke's expertise shines through every page of this insightful book. With a keen understanding of the Canadian business landscape, she provides a roadmap that demystifies the complexities of grant applications, making them accessible to all who dare to dream of building something extraordinary.

Foreward

As a seasoned authority in the field, Dr. Atinuke not only imparts her knowledge but also infuses the book with a genuine spirit of mentorship. She understands that it's not merely about securing funds; it's about fostering a community of entrepreneurs who can harness these resources to drive innovation, create jobs, and contribute to the vibrant tapestry of the Canadian business ecosystem.

I highly recommend Dr. Atinuke and this Grant Mastery piece.

Paul Adeyeye
Author "The A-Plus Entrepreneur"



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Preface

Grants are super competitive and winning them is NOT child's play. Positioning is all that matters! To position yourself for a grant opportunity, you need to apply within 24 hours of a grant posting to adequately position yourself for success, but this is hard and almost impossible for a full-time worker & business owner like you & I.

However, preparedness is the overarching strategy that I believe will set you up for success, and I have used this strategy for the past four (4) years of my experience in receiving business grants from both government and private organizations. You need to always be ready like a boy's scout... The question now is...Are you or your business ready to apply for a grant opportunity?



If your answer is no, then you are in the right place!

Dive into the world of successful grant applications with 'Grant Mastery: Navigating 25 Essential Business Grant Questions for Success. This comprehensive e-book is your guide to mastering the art of securing business grants and learning how to effectively answer the top 25 most crucial grant questions.

Whether you're a seasoned entrepreneur or just starting, this e-book equips you with the knowledge to navigate the grant landscape and elevate your business to new heights. It delivers to you my knowledge, research, and strategies that will help YOU complete a grant application swiftly and as well as apply for grants like a pro.



I provide you with the insights needed to craft compelling grant applications, how to adequately answer the grant questions, and identifying the most important parts that granting adjudicators are looking for.

Don't miss the chance to turn your aspirations into reality – read it carefully to the end, soak up all the gems it contains, and start winning business grants to pave the way for your business's success today!" Also plan to join the ongoing 30-days grant challenge.

Wishing you all the best with finding suitable and free business funding!

Your fairy Grant-mother!

Dr. Atinuke.

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About the Author

I am a Multi-business Grant and Award Winner, a Canadian Immigrant & the Lead Strategist at EMpreneur Solutions.

I have **3+ years of experience** sitting on 2 grant review boards serving at the provincial and municipal levels, where I approved over \$40 million in grants to over 200 deserving organizations between 2021 and now (2024).

I have **4+ years of experience** applying and winning business grants for my fashion product business - EM Wigs Canada. I am also a seasoned business mentor and coach, having lead over 50 business out of confusion to clarity.

I am your fairy Grant-mother and I strongly believe that you could excel in your business in Canada using OPM - Other people's money! For more about me, visit [Link](#).



How to use the book

Every grant application is unique and different from the next, but some elements are always constant. Before we delve into the Frequently asked grant questions, here are a few things to note:

1. Always carefully read the instructions of each grant application to:
 - Understand the requirements and eligibility criteria. Be sure that you are requesting the grant for eligible activities or spending, according to their instructions. If in doubt, contact the organization.
 - Understand the intent of the grant.
 - Familiarize yourself with the granting organization's website for any leads.
 - Know the word limit – check the language used – character or words? Beware of this in your responses. The most common word limits are:

100-200 words, 500-700 words, and 1500-1600 words. Attention to detail is key, do not over-exert yourself beyond the limits that have been set.

2. Be aware of the **Post granting season reporting structure**, if any:

Some grant bodies require that all grantees report back on how they used the grant according to their ask. Always be clear on whether you as an awardee will be required to provide feedback to the granting bodies (aka grantor), and what the reporting structure and timing is.

3. **Do not assume!!!** Every application is different, treat it as such. Pay attention to the peculiarity of each grant application even if you have made such applications in the past.

4. Check if there are publicly made available application judging criteria.

5. Lastly, read till the end of this e-book to get even more help on your way.