



## HEURICH HOUSE MUSEUM

### URBAN MANUFACTURING INCUBATOR

#### *Business Life Cycles Levels*

Select which best describes your business.

Tiers	Established	Intermediate	Beginner	New
Sales Channels	Participates in trade shows.  Significant wholesale operation.	Operates independent e-commerce site.  Minimal wholesale operation.	Relies on Etsy or other online marketplaces.  No wholesale operation.	Started selling less than 12 months ago.  No wholesale operation.
Presence	Brand presence outside of the DMV and in the DMV.	Solid presence in the DMV only.	New presence in the DMV only.	Little to no presence in the DMV.
Physical Sales	Brick and Mortar location and/or significant revenue from wholesale or e-commerce sales.	Able to generate enough product for a multiple day market or to support regular e-commerce sales.	Able to generate enough product for a 1 day market or to support some e-commerce sales.	Minimal market or e-commerce sales.
Income	Maker business is primary source of household income.  Gross business income = \$XX,XXX - \$XXX,XXX	Maker business is significant source of household income.  Gross business income = \$XX,XXX	Maker business is not significant source of household income.  Gross business income = \$X,XXX - \$XX,XXX	Maker business is not source of household income.  Gross business income = \$600 - \$X,XXX
Employees	Has full or part time employees.	Might have part time or seasonal employees.	Sometimes has part time employees.	No employees.

Please email our Director of the Urban Manufacturing Incubator, Alex Fraioli, at [alex@heurichhouse.org](mailto:alex@heurichhouse.org) with any questions.