

Business Builder Application Checklist

Applications for the Northeast Regional Food Business Center Business Builder sub-award are now OPEN until 4:59 PM ET on April 7, 2025.

The following steps and tips will help you prepare for and complete Business Builder applications. For additional guidance about each step, go to the [Northeast Regional Food Business Center website](#).

Along with the application checklist, the Center is offering on its website the following resources to support applicants:

- Request for Application
- Scoring Rubric
- Pre-recorded Webinar
- Information Sessions: March 3 (9:30-10:30 a.m. ET), 11 (10:30-11:30 a.m.), 19 (12:00-1:00 p.m.) & 27 (1:00-2:00 p.m.)



Step 1: Register for a Unique Entity ID

- Applicants must either present a valid Unique Entity ID (UEI) or provide proof that they are in progress of obtaining a UEI at the point of application submission. A UEI validates your organization's legal business name and its address.
- You are not required to receive an entity registration on SAM.gov in order to obtain a UEI. The information required for getting a UEI without registration is minimal. [Start here to request a UEI](#).

Tips for Using SAM.gov

- [Quick Guide for Getting a UEI](#)
- [YouTube Walk-Through: Obtain a UEI](#)
- Report technical issues with SAM.gov to the [SAM Help Desk \(Federal Service Desk\)](#).

Step 2: Confirm Basic Eligibility

- Applicants must own or operate a small or mid-size individual farm or food business.
 - Projects must be focused on food produced regionally (for human consumption).
 - Projects must be aligned with Center goals of increasing the amount and variety of regionally grown products and food businesses, increasing the capacity of Northeast supply chains and building regional sustainability to ensure continued growth and resiliency of farms and food businesses.
 - See the Request for Application for additional eligibility requirements.
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Step 3: Be Mindful of Application Deadlines

- Applications for the first round of funding are due April 7, 2025, by 4:59 PM ET.
 - Late applications will not be accepted.
 - The Center will open subsequent Business Builder funding rounds. Subscribers to the Center's newsletter will receive periodic updates as those announcements are made.
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Step 4: Complete the Application in Fluxx

- Visit the [Northeast Regional Food Business Center Sub-Awardee Portal](#) to begin an application.
 - Select the link to 'Create an Account Now'. This will lead you to the Eligibility Quiz. Answer the eligibility questions to the best of your ability, consulting others in your business as needed. Once you have completed the eligibility questions, use the 'Submit Responses' link.
 - If your business is eligible, you will advance to Registration where general information about your business can be entered. Once you have completed all of the registration fields, select the 'Submit Request' button. Your registration will be reviewed by internal staff and, if no issues are found, you will receive an email with your login credentials within two business days.
 - The Fluxx application DOES NOT save automatically, so applicants should save often and are able to leave and return to the portal before applications close on April 7.
 - If your business is selected to receive funding, you will receive an email notification and an Award Letter in your sub-award portal that will give you more details on your award and next steps. If your application is not selected, you will also receive an email notification.
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Step 5: Engage with the Community Hub

- Cornell University's Center for Regional Economic Advancement recently launched a [directory](#) of technical assistance providers who serve producers and businesses in the Northeast region.
- The Hub also provides free-to-access [courses](#) on business development for producers, food business owners and TA providers. New courses will be added quarterly.
- Sign-up to be included in the directory by visiting this [form](#).

