



E.B. Howard
Consulting

Microsoft for Startups

Founders Hub

**Your Non-dilutive Funding
Research Partner**

Getting Started

1. Tell us you are ready to start.

- Send us your Non-Disclosure Agreement (NDA) in PDF format or via a signing platform (*Optional*).
- We will send over our Service Agreement via DocuSign.

2. Schedule Your Onboarding.

- Get clarity from you about how and where we research for funding
- Schedule your follow-up meetings.
👉 [Schedule Your Onboarding HERE](#)

3. Prepare for Onboarding

- Once your onboarding meeting is scheduled, we'll send you a list of what we'll need from you to begin our research.
👉 [Learn More Here](#)

Option 1: Funding Menu™ 12 – month look

Our **Funding Menu™** isn't just a service; it's your strategic funding partner. We deliver results designed to help you secure funding faster, smarter, and with less stress, all with the **quickest turnaround in 15 days**.

- ❑ **12-Month Forecasting Window:** We research and identify funding opportunities scheduled to open up to 12 months ahead, equipping you with a full-year runway to prepare competitive applications, build relationships, and align resources. No last-minute scrambles; just strategic planning with time on your side.
- ❑ **Detailed Opportunity Analysis:** Each opportunity includes up to 15 key data points, e.g., eligibility, deadlines, funding amount, and competitiveness that provides all necessary information to make informed decisions.
- ❑ **Decision-Ready Reporting:** The **Funding Menu™** is delivered in an easy-to-use format that is both visually accessible with actionable information for applying.
- ❑ **Various Sources:** We explore government grants, private foundations, startup competitions, pitch events, and challenges.
- ❑ **2 Consultative Meetings:** Our process includes an onboarding meeting to understand your needs and goals, and a final review to discuss findings and develop a strategic path forward. [Learn More HERE](#)

Total Investment for Members **ONLY**

\$1100

Non Founder's Hub Member Pricing is \$2200

Financing available through [CreditKarma](#)

Any modifications to the project scope or requests for additional services may result in additional charges, which will be confirmed in writing before proceeding.

All grant writing and proposal preparation services are offered separately.

Azure Credits cannot be used for E.B. Howard Consulting Services. If you have any questions or need further assistance regarding your **Azure Credits**, please contact Microsoft directly.

Payment Terms: For this option, full payment is required upfront prior to the start of services.

Option 2: Funding Menu™ 18 – month look

Our **Funding Menu™** isn't just a service, it's your strategic funding partner. We deliver results designed to help you secure funding faster, smarter, and with less stress all with a **turnaround in 30 days**.

- ❑ **Decision-Ready Reporting:** The **Funding Menu™** is delivered in an easy-to-use format that is both visually accessible with actionable information for applying.
- ❑ **18-Month Forecasting Window:** We screen funding opportunities up to 18 months in advance, ensuring you stay ahead of deadlines, cycles, and seasonal calls. Our research doesn't just show you what's available today; it reveals what's coming.
- ❑ **Detailed Opportunity Analysis:** Each opportunity includes up to 20 key data points, e.g., eligibility, deadlines, funding amount, competitiveness, and so much more that provides all necessary information to make informed decisions.
- ❑ **Multiple Sources:** We explore government grants, private foundations, public institutions, startup competitions, pitch events, challenges, and accelerators.
- ❑ **3 Consultative Meetings:** Our process includes 1) an onboarding meeting to understand your needs and goals, 2) a midpoint check-in to review progress and make necessary adjustments, and 3) a final review to discuss findings.
[Learn More HERE](#)

Total Investment for Members **ONLY**

\$2194

Non Founder's Hub Member Pricing is \$4388

Financing available through [CreditKarma](#)

Any modifications to the project scope or requests for additional services may result in additional charges, which will be confirmed in writing before proceeding.

All grant writing and proposal preparation services are offered separately.

Azure Credits cannot be used for E.B. Howard Consulting Services. If you have any questions or need further assistance regarding your **Azure Credits**, please contact Microsoft directly.

Payment Terms: Clients in North America: A 50% deposit is required at the start of the engagement, with the remaining 50% due upon completion of services. **Clients Outside North America:** Full payment is required upfront prior to the start of services. This policy is in place due to international payment processing timelines and the potential for added complexities.

Option 3: Funding Menu™ 24 – month look

Our **Funding Menu™** isn't just a service, it's your strategic funding partner. We deliver results designed to help you secure funding faster, smarter, and with less stress all with a turnaround in **45** days.

- ❑ **Decision-Ready Reporting:** The **Funding Menu™** is delivered in an easy-to-use format that is both visually accessible with actionable information for applying.
- ❑ **24-Month Forecasting Window:** Whether you're planning pilot launches, scaling innovations, or mapping out multi-phase funding strategies, we align big-picture goals by looking **24** months into the future.
- ❑ **Detailed Analysis:** Each opportunity includes **30+** key data points, e.g., eligibility, deadlines, funding amount, competitiveness, and so much more. [Learn More HERE](#)
- ❑ **All Funding Sources:** We explore all possible sources including government grants, private foundations, public institutions, startup competitions, pitch events, challenges, accelerators, and more. [Learn More HERE](#)
- ❑ **3 Consultative Meetings:** Our process includes **1)** an onboarding meeting to understand your needs and goals, **2)** a midpoint check-in to review progress and make necessary adjustments, and **3)** a final review to discuss findings. [Learn More HERE](#)

Total Investment for Members **ONLY**

\$3288

Non Founder's Hub Member Pricing is \$6576

Financing available through [CreditKarma](#)

Any modifications to the project scope or requests for additional services may result in additional charges, which will be confirmed in writing before proceeding.

All grant writing and proposal preparation services are offered separately.

Azure Credits cannot be used for E.B. Howard Consulting Services. If you have any questions or need further assistance regarding your **Azure Credits**, please contact Microsoft directly.

Payment Terms: Clients in North America: A 50% deposit is required at the start of the engagement, with the remaining 50% due upon completion of services. **Clients Outside North America:** Full payment is required upfront prior to the start of services. This policy is in place due to international payment processing timelines and the potential for added complexities.

Funding Menu™ Package Comparison Table		Option 1	Option 2	Option 3
Pricing & Delivery	Flat-Fee Pricing (<i>Discount shown</i>)	\$1100	\$2194	\$3288
	Completion Time (<i>From Onboarding to Final Review</i>)	15 Days	30 Days	45 Days
	Eligible for Tier Upgrade Post-Delivery (<i>Within 6 months of onboarding</i>)	✓	✓	✗
Consultation Touchpoints	Onboarding Learn More HERE	✓	✓	✓
	First-Look Review	✗	✓	✓
	Final Review	✓	✓	✓
Funding Research & Depth	Opportunity Horizon	12 months	18 months	24 months
	Opportunity Details Learn More HERE	15 data points	20 data points	30 data points
	Verified & Vetted Opportunities	✓	✓	✓
	Opportunity Targeting (<i>e.g., Award Amounts, Type of Agencies, and multiple regions</i>)	✗	✗	✓
Specialized Sources Learn More HERE	Standard Funding Sources (<i>e.g., government, foundations, pitches, and challenges</i>)	✓	✓	✓
	Research Institutions and Universities	✗	✓	✓
	Accelerators and Incubators	✗	✓	✓
	Tax Incentives and Credits	✗	✗	✓
Reporting & Deliverables	Decision-Ready Reporting	✓	✓	✓

Our Typical Process

Please note this process applies to Option 2 and Option 3. Option 1 does not include a mid-way check-in



Preparing for Onboarding

We begin with a thorough onboarding meeting to understand your organization's unique needs, goals, and funding requirements. Here's what we'll need to conduct tailored research for you.

- ✓ **Completed Service Agreement:** Once you tell us you are ready to start. Look for an email from DocuSign.
- ✓ **Completed Non-Disclosure Agreement** (*optional*): Please send us yours or we can send a mutual agreement through DocuSign.
- ✓ **Schedule your Onboarding:** [Schedule Your Onboarding HERE](#)
- ✓ **Completed Onboarding Questionnaire:** Answers to all 25 questions covering your business, funding goals, product details, and competitive landscape. [See Sneak Peek of Onboarding Questions Here](#)
- ✓ **60-Second Elevator Pitch:** Be ready to give a brief, clear description of your organization and its mission.
- ✓ **One-Page Business Plan or Pitch Deck:** A concise overview of your business model, excluding projections if unavailable.

Funding Menu™ Detailed Insights

We capture and analyze over **30** key data points for each opportunity, delivering a comprehensive view that empowers informed, strategic decision-making.

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|------------------------------------|--|--|
| 1. Funding Agency | 12. Complexity of application process | 23. Re-application |
| 2. Opportunity Name/Title | 13. Competitiveness | 24. Contact Funder First |
| 3. About | 14. Funder's review process | 25. Key Contact |
| 4. Eligibility Requirement | 15. Who does the review | 26. Key Contact Type (phone or email) |
| 5. Organizational Stage | 16. Start Application Date (MM/DD/YY) | 27. Cost-Sharing OR Matching Requirement |
| 6. Specific Project Stage | 17. Pre Application Requirements | 28. Barriers to Applying |
| 7. Type | 18. Required Registrations | 29. Intellectual Property (IP) Considerations |
| 8. Award Amount | 19. Due Date (MM/DD/YY) | 30. Post -Award Reporting |
| 9. Size | 20. Days until deadline | 31. Insights/Notes |
| 10. Grant duration (months) | 21. ~ Notification Date (MM/DD/YY) | 32. Alignment To Your Focus |
| 11. Expected # of grantees | 22. Recurring | 33. Link to Funder |

Funding Sources: Where We Research

Here are a few examples of potential funding sources we might explore based on your specific needs and requirements. Our search **capabilities extend globally** (*not limited to the United States*), ensuring we identify the most relevant and impactful funding options for you.

Government Funding

- Federal, state, and local grants
- SBIR/STTR programs
- Economic development initiatives
- Workforce development grants
- Renewable energy and sustainability programs
- Pre-solicitation opportunities
- State and regional business growth incentives
- Relocation assistance grants
- Export assistance and international trade support

Research Institutions and Universities

- Sponsored research agreements
- University innovation partnerships
- Tech transfer funding

Private Sector Funding

- Corporate social responsibility (CSR) grants
- Innovation labs and R&D partnerships
- Strategic alliances with larger corporations

Competitions and Challenges

- Innovation and technology challenges
- Industry-specific competitions
- Pitch contests for startups

Specialized Industry Funding

- Grants and subsidies
- Innovation funding
- Modernization programs

Foundations and Nonprofits

- Mission-driven foundation grants
- Philanthropic funds focused on for-profit social enterprises
- Specialized funding for innovation or community impact

Accelerators and Incubators

- Programs offering grants or stipends
- In-kind support, such as resources or office space

Tax Incentives and Credits

- R&D tax credits
- Rebates
- Federal and state incentives



How HealthTech Arkansas Uncovered **\$85M+** in Funding to Expand Rural Healthcare Innovation

[HealthTech Arkansas](#) helps to drive innovation for the ten largest hospitals and health systems in Arkansas, which is accomplished through accelerator programs and internal innovation programming.

Initial Challenge/Goal: [HealthTech Arkansas](#) aimed to expand healthcare access in underserved rural areas through innovative health collaborations and cutting-edge technology.

Funding Menu Results: E.B. Howard Consulting delivered a **Funding Menu**™ with **175+** curated opportunities and identified a total funding potential of over **\$85** million. This comprehensive funding roadmap provided [HealthTech Arkansas](#) with the strategic direction needed to pursue high-value grants and partnerships.

Funding Secured and Impact: With the tailored **Funding Menu**™, [HealthTech Arkansas](#) was able to access a diverse range of funding sources, supporting their goal of healthcare innovation and expansion.

"We were introduced to a diverse range of funding opportunities for our rural health collaboration and initiatives. We had no idea the vast array of opportunities that we had access to. We really liked the custom, carefully curated list of funding opportunities. E.B. Howard Consulting was efficient and effective in developing a funding pathway for our company to explore." **Jeff Stinson**, Director – connect with him on [LinkedIn](#)



Aperture Secured **\$1.1M** in Grant Funding with a Roadmap of **\$26M+**

[Aperture](#) is a US-based data analytics that provides market insights to innovators and strategists trying to find new growth vectors for their companies.

Initial Challenge/Goal: [Aperture](#) aimed to advance technology forecasting capabilities to pinpoint key areas for U.S. investment. They needed substantial funding to support high-impact R&D initiatives in this critical area.

Funding Menu Results: E.B. Howard Consulting provided [Aperture](#) with a **Funding Menu**™ containing over **100** curated opportunities and identified a total funding potential of **\$26** million. This gave [Aperture](#) a strategic roadmap to pursue multiple, high-value grants aligned with their goals.

Funding Secured and Impact: Leveraging the opportunities in their Funding Menu, [Aperture](#) successfully secured **\$1.1** million in grant funding from the National Science Foundation (NSF) through the [APTO Program](#). [See Award Here](#)

Learn More about [Aperture](#) or connect with **Jonathan Fegely**, President @ Aperture.ai on [LinkedIn](#)



OneGo Bio Secured **\$17.2M** in Grant Funding with a Roadmap of **\$30.2M+**

[OneGo Bio](#) is a US-Finnish food-biotech company revolutionizing the food system by harnessing the power of precision fermentation to manufacture real egg protein entirely animal-free.

Initial Challenge/Goal: [OneGo Bio](#) aimed to secure funding to advance their groundbreaking work in animal-free egg protein production and accelerate their commercialization efforts, particularly in North America and the EU. They needed significant funding to support R&D and go-to-market initiatives in regulatory-friendly environments.

Funding Menu Results: E.B. Howard Consulting provided [OneGo Bio](#) with a **Funding Menu**™ featuring **80+** carefully selected opportunities and a total funding potential of over **\$30.2** million. This comprehensive funding roadmap empowered them with a clear path to pursue relevant grants and strategic partnerships to achieve their commercialization goals.

Funding Secured and Impact: Through their tailored **Funding Menu**™, [OneGo Bio](#) successfully secured **\$15.2** million in funding from the European Innovation Council (EIC) and additional an **\$2** million award through the Department of Defense's Distributed Bioindustrial Manufacturing Program (DBIMP)

Learn More about [OneGo Bio](#) or connect with **Maija Itkonen** CEO & Co-founder @ [OneGo Bio](#) on [LinkedIn](#)



How Glue Health Tapped Into **\$50M+** in Funding to Support Accessible, Family-Centered Wellness Innovation

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[Glue](#) is a family driven incentivized health platform. It uses with fun character Avatars that mimic health behaviors based on smart devices and choices in the real world. Glue is designed to ease the burden on informal caregivers and drive positive lifestyle choices through engaging the family network.

Initial Challenge/Goal: [Glue](#) Health aimed to create accessible, innovative solutions in health and wellness, focusing on alternative healthcare models. They needed substantial funding to support R&D and expand their services to reach broader markets effectively.

Funding Menu Results: E.B. Howard Consulting provided [Glue](#) Health with a **Funding Menu**™ featuring **100+** highly relevant opportunities and a total funding potential of **\$50** million. This funding roadmap allowed [Glue](#) Health to strategically pursue opportunities aligned with their vision for advancing wellness and health accessibility.

Funding Secured and Impact: Using their **Funding Menu**™, [Glue](#) Health successfully secured essential funding to support its initiatives.

"I appreciated the professionalism, thoroughness and communication style of the team. Superb and superior experience! Received a funding menu that is full of opportunity and provides an alternative route to funding." -

Damola Omotosho - connect with him on [LinkedIn](#)

Guidance

1. Please Note:

- ❑ **Azure Credits** cannot be used for E.B. Howard Consulting Services. If you have any questions or need further assistance regarding your **Azure Credits**, please contact Microsoft directly.
- ❑ **Grant Writing Services** are sold separately.

2. Payment:

- ❑ **Inside North America:** Clients who reside in North America payment is 1/2 down and 1/2 due upon completion of work.
- ❑ **Outside of North America:** Clients who reside outside of North America, we require the full payment to be made upfront before we begin our services. Please note that this is due to varying international payment processing times and potential complexities. Our goal is to establish clear expectations and ensure a seamless experience for all our valued clients. If you have any questions regarding our payment options, please don't hesitate to contact us.

Getting Started

1. Tell us you are ready to start.

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