



## Frequently Asked Questions

### Who can apply for the Clutha Development Microgrant?

- Anyone with an early-stage business idea or project based in the Clutha District. You do not need to be a registered business — just have a clear idea and a plan for how funding will help you move forward.

### How much funding can I apply for?

- Grants range from \$500 to \$1,500. In your application, you will be asked to outline a tiered funding request — your minimum viable amount, a next tier, and your ideal amount. This helps us support more people if demand is high.

### What kinds of things can the grant be used for?

Funding can be used for:

- Prototyping or MVP development
- Market research or customer validation
- Branding or packaging design
- Focus groups or product testing
- Pitching or showcasing your idea

The grant is intended to fund a specific action or experiment — not general operational costs or broad marketing.

### What is an Activator Session and do I need to do one?

- Yes — all applicants must complete a **COIN South Activator Session**. It is a free 30-minute session where you can talk through your idea and get practical advice. It also helps ensure that applicants have had some external input before applying.

👉 [Book your Activator Session here](#)

### Do I need to be a registered business to apply?

- No — this grant is designed for people in the idea or early build phase. You just need to have a well-considered plan for how the funding will be used.

### What happens if I am successful?

You will:

- Be asked to sign a simple funding agreement with Clutha Development
- Receive your grant payment

- Be expected to complete a short follow-up within 3 months on what you did and what you learned
- Agree to be featured in communications about the programme (e.g. a profile or case study)


### What if I am not successful?

- You will still receive feedback and support options through COIN South or Clutha Development. We are here to help, regardless of the outcome.

### Do I have to pay the money back or give up equity?

- No — this is a no-strings-attached grant. There is nothing to repay and no equity is taken.

### How do I apply?

- Applications open on **30 July 2025** and close on **8<sup>th</sup> September 2025**.  
 [Click here](#) to complete the online application.


### Who can I talk to if I have questions or need help with the application?

You are welcome to get in touch with:

**Sarah Hayward**

Economic Development Manager, Clutha Development

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