

Hello,

We're a Portland-based beverage startup. Summer, 2018 the environmental consulting firm where my MIT educated husband worked for 20 years abruptly closed with no severance. He's in his late 50s and after a 5-month job search that yielded many final round interviews and no offers, we decided to make a bold leap and start our own business.

We're first movers with a unique product in a new category, but this is a tough time to launch. Our big account (18 stores) is now in delayed launch mode. Our young adult kids lost their NYC jobs due to the pandemic and are flying to Portland to move in with us. We're paying rent on 3 apartments. We have no re-orders. Our product is premium and non-essential. We're launching an e-commerce site in 2 weeks, but we have no idea how sales will go.

Business owners like us need grants, not loans.

Thanks for your consideration.

Sincerely,  
Shelley Elkovich  
Founder, For Bitter For Worse  
Complex cocktails made with love, not alcohol.  
Forbitterforworse.com

"Not everything that is faced can be changed, but nothing can be changed until it is faced."  
James Baldwin