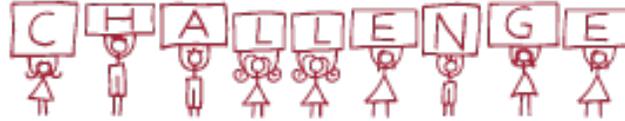


2021 Mandan

BUSINESS PITCH



Application

Name of Team Leader:	Team Leader Phone:
Team Leader Address:	Team Leader Email:
Company Name:	
Is Your Business Started Yet? Yes No	
Has Your Business Raised More Than \$250,000 yet? Yes No	
Team Member Names, Role in Business & Expertise:	
What Is Your Business (in 25 words or less)?	
Product(s)/Service(s) Provided By the Business:	
Value Proposition (what innovation, service, or feature makes your business or product attractive to customers?):	
Target Market (<i>Who is most likely to buy your products or services? What are their common characteristics such as demographics or behaviors? Do you know how many of them there are within your defined market area?</i>):	

Differentiation *(What will make your idea or business stand out in the market place? What distinguishes your product/service from your competitors? Why do your customers need your product/service?):*

How Do You Plan to Make Money? *(Please explain revenue streams and expenses such as cost of goods, labor, etc. Describe how you will make money and what products/services will generate that revenue. List areas that you expect to spend the most money on.)*

What Is Your Product-Market Fit? *(Will your product or service be marketed internationally, nationally, regionally, statewide, in the Bismarck-Mandan metro area, or is it more specific to Mandan? And how does it fill a need or want in this market?)*

What Is Your Impact to Mandan? *(Examples include sales, increased incomes stemming from self-employment and/or employment of others, increased property tax base, social value, impact on users or other businesses, etc.)*

How Would You Use the Prize Money If Selected as the Winner? *(Such as to lease or acquire real estate, for leasehold improvements, equipment, research and development, marketing, or other enhancements. How will the prizes complement your own personal investment?)*

Attach a ONE-PAGE executive summary of your business plan (PDF file of 5MB or less) addressing these questions & topics:

- What is the business?
- What product or service does the business provide?
- Target market & differentiation — What is the target market? How will the business differentiate its product from competing products in the marketplace and gain a sustainable competitive advantage?
- Financing — How much money has been invested to date, or how much is the applicant planning to invest? How much financing or additional equity investment is needed to advance the business? What are the uses for the additional financing? How will this improve the business?
- Management team — What educational backgrounds, experiences and strengths will enable applicants to achieve the business objectives?

The deadline for submitting applications is 4 p.m. on Jan. 28, 2021.

Entries may be delivered or mailed to 205 Second Avenue NW, Mandan, ND 58554 or e-mailed to bizdev@cityofmandan.com