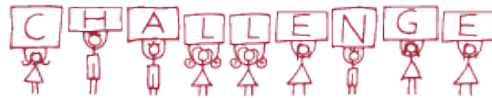


2023 Mandan

BUSINESS PITCH



2023 Mandan Business Pitch Challenge Application

Name of Team Leader:	Team Leader Phone:
Team Leader Address:	Team Leader Email:
Business Name:	
ELIGIBILITY FACTORS:	
Status — Is your business started yet?	Yes No
If YES, date it became operational (<i>open to the public, first sale/service, etc.</i>)? <i>Must be less than 2 years old as of entry deadline.</i>	
Has your business earned more than \$250,000 yet in gross revenue?	Yes No
<i>If yes, the business is not eligible for the competition.</i>	
Category — Does the business format match with or closely resemble any of the following <u>ineligible</u> business descriptions?	
Yes No	
Real estate sales or development	
Franchise	
Affiliate marketing	
Multi-level marketing	
Licensed dealership	
Club affiliation requirement to conduct business	
Non-profit	
<i>If yes, the business is not eligible for the competition.</i>	
Location — Is your business currently operable in Mandan? Yes No	
If not current operable or in Mandan, do you have plans to locate in Mandan in the next 13 months or by May 1, 2024? Yes No	
Proposed location (if known): _____	
Team Member Names and Each Individual's Role in Business	
Name: _____	Role: _____
Name: _____	Role: _____
Name: _____	Role: _____
Name: _____	Role: _____
Expertise (<i>Relevant prior education, training, employment, business experience or other unique qualifications</i>):	

What Is Your Business (in 25 words or less)? *A straightforward description of product(s) and/or service(s) as it might appear in a news release?*

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 *(Who is most likely to need or want and then buy your products or services? What are their common characteristics such as demographics or behaviors? Indicate the estimated number within your defined market area?):*

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 Public Benefit to Mandan? *(Examples include local sales tax revenue, filling vacant or under-utilized property, 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 & Support Services if Selected as the Winner? *(Such as to lease or acquire real estate, for leasehold improvements, equipment, research and development, marketing, inventory or other enhancements. What investment are you making and/or financing have you secured in comparison to the value of the prizes available?)*

Attach a TWO-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? Include revenue and expense projections.
- Management team — What educational backgrounds, experiences and strengths will enable applicants to achieve the business objectives?

The deadline for submitting applications is Jan. 26, 2023. Entries may be delivered or mailed to 205 Second Avenue NW, Mandan, ND 58554 or e-mailed to bizdev@cityofmandan.com. Files submitted by email should be saved in a PDF format with the following recommended naming procedure, inserting your business name in place of the ABC example:

- ABC Application
- ABC Executive Summary

Applicant Verification

The undersigned certifies that the information in this application is a true representation of the facts pertaining to the business or proposed business for the purpose of participating in the Mandan Business Pitch Challenge and possible award of prizes. I/we have read all contest rules. I/we understand that any willful misrepresentation of information contained in this application could result in disqualification from the competition.

Signature of Team Leader:

Applicant/Business Owner Printed Name _____

Applicant/Business Owner Signed Name _____

Date: _____