

## 2024 Aberdeen Business Pitch Challenge Application

Name of Team Leader:	Team Leader Phone:
Team Leader Address:	Team Leader Email:
Business Name:	
<b>ELIGIBILITY FACTORS:</b> Status — Is your business started yet?      Yes      No  If YES, date It became operational ( <i>open to the public, first sale/service, etc.</i> )? Must be less than 5 years old as of entry deadline.	
Has your business earned more than \$500,000 yet in gross revenue? <i>If yes, the business is not eligible for the competition.</i> Yes      No	
<b>Category — Does the business format match with or closely resemble any of the following <u>ineligible</u> business descriptions?</b> Yes      No <input type="checkbox"/> Real estate sales or development <input type="checkbox"/> Franchise <input type="checkbox"/> Affiliate marketing <input type="checkbox"/> Multi-level marketing <input type="checkbox"/> Licensed dealership <input type="checkbox"/> Club affiliation requirement to conduct business  <i>If yes, the business is not eligible for the competition.</i>	
<b>Location — Is your business currently operable in Aberdeen? Yes   No</b> If not current operable or in Aberdeen, do you have plans to locate in Aberdeen in the next 12 months or by May 1, 2025?      Yes      No Proposed location (if known):	
<b>Team Member Names and Each Individual's Role</b>  Name: _____ Role: _____  Name: _____ Role: _____  Name: _____ Role: _____  Name: _____ Role: _____	
<b>Expertise</b> ( <i>Relevant prior education, training, employment, business experience or other unique qualifications</i> ):    	
<b>What Is Your Business (in 25 words or less)?</b> <i>A simple description of product or service.</i>      	

**Value Proposition** (What innovation, service, or feature makes your business or product attractive to customers?):

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

**What Is Your Public Benefit to Aberdeen?** (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 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 May 31<sup>st</sup>, 2024.** Entries may be e-mailed to [startup@northern.edu](mailto:startup@northern.edu).  
Files submitted by email should be saved in a PDF format.

### **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 Aberdeen 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.

Applicant/Business Owner Printed Name \_\_\_\_\_

Applicant/Business Owner Signed Name \_\_\_\_\_

Date: \_\_\_\_\_

**(If applicable)** If submitting as a team:

Team Leader Applicant/Business Owner Printed Name \_\_\_\_\_

Team Leader Applicant/Business Owner Signed Name \_\_\_\_\_

Applicant/Business Owner Printed Name \_\_\_\_\_

Applicant/Business Owner Signed Name \_\_\_\_\_

Applicant/Business Owner Printed Name \_\_\_\_\_

Applicant/Business Owner Signed Name \_\_\_\_\_

Applicant/Business Owner Printed Name \_\_\_\_\_

Applicant/Business Owner Signed Name \_\_\_\_\_