Business Plan Competition – Application to Compete

To apply for the competition please fill out the following application and answer the business concept questions below. Please answer questions using a separate attached Word or PDF document. See submission instructions for more information.

Please accept my application for participation in the Foraker Rural Capacity Initiative Business Plan Competition. As principal applicant for the business listed below, I plan to write a business plan if selected on the basis of this Apply to Compete form as a participant in Round 2.

By submitting this form, each applicant listed below agrees that they have reviewed the competition rules as listed at www.forakergroup.org and agrees to abide by the rules of the competition.

Each applicant also grants permission to the competition to publicize their name, a brief description of their business plan, and their photograph if they are named a finalist for Round 1 or a winner of Round 2 of the competition.

Business Name: ____________________________________________________________

Business Location (proposed or actual): ____________________________________________

Business Website (write N/A if not applicable): ________________________________

Business Annual Income (write N/A for Start-up): ________________________________

Principal Applicant Name: ____________________________________________________

Email: ___________________________ Telephone: ________________________________

Mailing Address: _____________________________________________________________

If Additional Applicants

Co-Applicant Name: __________________________________________________________

Email: ___________________________ Telephone: ________________________________

Mailing Address: _____________________________________________________________

Applicant Name: ____________________________________________________________

Email: ___________________________ Telephone: ________________________________

Mailing Address: _____________________________________________________________
For the Round 1 application, please answer each of the following questions about your idea or business. Submit answers in a separate Word or PDF document. Answers must be attached to the Apply to Compete registration form and be no more than seven pages for all questions. Do NOT submit a business plan.

- **Business Overview**
  - Your name and contact information
  - Company name and address, or proposed name and location
  - Current stage of development (e.g., idea, startup, new product development, business expansion, etc.)
  - Ownership and management team composition and relevant experience

- **Description of Business Concept or Company Description**
  - What is the problem, need or opportunity you want to solve or take advantage of?
  - What is the product or service to be provided by the business?
  - How is your product or service different and better compared to other products or services addressing the same problem or need?

- **Job Development**
  - How will you ensure that revenue from the business stays in the local economy?
  - How will your business contribute to the development of leadership and self-determination in your community?
  - How will your business contribute to sustainable job development?

### How to Submit

Registration deadline for the Rural Capacity Initiative Business Plan Competition is 5 p.m. AKST on Friday, January 30, 2015. To register, return the Apply to Compete registration form and your Business Concept Description to The Foraker Group offices in Anchorage by email, mail, or in person.

**Submission Options:**

<table>
<thead>
<tr>
<th>Email</th>
<th>Email: <a href="mailto:hharris@forakergroup.org">hharris@forakergroup.org</a></th>
<th>The Apply to Compete form and Business Concept Description should be submitted as a single attachment to an email. The business name must be the document name (example: businessname.pdf). Subject title of email must read: Foraker Rural Capacity Competition.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mail</td>
<td>The Foraker Group 161 Klevin St., Suite 101 Anchorage, AK 99508</td>
<td>Request a document tracking or delivery confirmation service.</td>
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</tbody>
</table>
# Business Plan Competition – Summary Timeline 2015

<table>
<thead>
<tr>
<th>Activity:</th>
<th>Round 1: Apply to Compete</th>
<th>Round 2: Develop Your Business Concept</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Activity:</strong></td>
<td>Submit Apply to Compete form and concept description</td>
<td>Business concept judged on feasibility and increased job opportunities</td>
</tr>
<tr>
<td><strong>Round 1:</strong></td>
<td>Write Business Plan</td>
<td>Boot Camp</td>
</tr>
<tr>
<td><strong>Round 2:</strong></td>
<td>Business plan judged on business fundamentals, increased job opportunities and sustainability</td>
<td>Intense weekend of networking and workshops on business topics</td>
</tr>
<tr>
<td><strong>Dates:</strong></td>
<td>Now to January 30, 2015</td>
<td>February 1, 2015 to February 15, 2015</td>
</tr>
<tr>
<td><strong>Objective:</strong></td>
<td>Accept entries from Igiugig, Iliamna, Kokhanok, Naknek, Newhalen, Nondalton, Pedro Bay, Port Alsworth, and South Naknek</td>
<td>Participants selected for business plan development phase</td>
</tr>
<tr>
<td><strong>Advisor Services:</strong></td>
<td></td>
<td>Intense weekend of networking and workshops on business topics</td>
</tr>
<tr>
<td><strong>Prize:</strong></td>
<td>Each winner receives consulting/technical services. Winning plans are awarded.</td>
<td>Winners selected for one year of technical support</td>
</tr>
<tr>
<td><strong>Advisor Services:</strong></td>
<td>• 10 hours of advisor time</td>
<td>• Boot Camp</td>
</tr>
<tr>
<td><strong>Prize:</strong></td>
<td></td>
<td>• Assessment of needs within 30 days</td>
</tr>
<tr>
<td><strong>Advisor Services:</strong></td>
<td></td>
<td>• Quarterly review and feedback of progress against business plan</td>
</tr>
<tr>
<td><strong>Prize:</strong></td>
<td></td>
<td>• Support for finding venture/angel funding</td>
</tr>
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</table>
Business Plan Competition – Guidelines 2015

The Foraker Rural Capacity Initiative Business Plan Competition is open to individuals, for-profit businesses, nonprofits, and tribal entities. The business idea may be an original business concept or an extension of a current business activity. It can be a product, service, or social venture. Business ideas will be judged primarily on the basis of their feasibility, economic impact, and job development.

To enter the competition, each entrant must consent to follow these rules:

**Important Dates and Deadlines**

- Registration and concept description deadline: January 30, 2015 5 p.m. AKST
- Boot Camp: TBD
- Business Plan submission deadline: May 29, 2015 5 p.m. AKDT

**Registration**

Each entrant must submit a completed Apply to Compete registration form and business concept description to the competition administrator by the registration deadline in order to be considered for the competition.

**Who Can Enter**

The competition is open to individuals, for-profit businesses, nonprofits, and tribal entities. Applicants must have an address in one of the following communities: Igiugig, Iliamna, Kokhanok, Naknek, Newhalen, Nondalton, Pedro Bay, Port Alsworth, or South Naknek.

Entries can be a new business startup, diversification of an existing business, or extension of a current business activity. All plans must involve a feasible business idea that is based on the independent thinking of the applicant(s).

Duplicating or copying an already existing/recognized business or franchise is not allowed. The business/business idea must increase jobs in the identified communities.

**Round 1: Apply to Compete**

The Apply to Compete registration form and business concept description are due January 30, 2015 at 5:00 p.m. AKST. No late submission will be accepted. Business concept descriptions are limited to seven pages total. Any pages beyond seven will not be read by the judges.

The competition administrator will first screen each submitted registration form for completeness and eligibility. For all entries that pass initial screening, judges will review the business concepts in order to determine the top entries that advance to Round 2. Round 1 is judged by the Foraker Rural Capacity Initiative Task Force. Successful entries will advance to Round 2.
**Round 2: Develop Your Business Concept**

Participants advancing to Round 2 will be invited to attend an in-person Boot Camp for entrepreneurs. The Boot Camp will provide workshops and opportunities for networking. The participants who advance to Round 2 will be assigned one or more advisors to help develop the Round 2 entry.

There is no required format for the submitted business plans. Please see Entry Requirements for page limits and suggested content. Round 2 participants will receive detailed information for Business Plan entry requirements at the Boot Camp.

All electronic submissions must be attached to an email as a single document with the business name in the file name (example: businessname.pdf). All electronic submissions will include the following in the subject line of the email: Foraker Rural Capacity Competition. Entries can also be mailed or dropped off in person.

An independent panel of judges, selected by the Rural Capacity Initiative Task Force from different fields (business, marketing and technology), will score entries for Round 2 and will select winners.

**Awards**

The Foraker Rural Capacity Initiative Task Force will prioritize best plans and fund as many plans as money will allow. There will be two tiers of funding, above and below $25,000.

The winning business plans from Round 2 will receive funds tailored to the needs of each business concept and delivered according to the plan and budget developed by the applicant. Ten percent of the amount to be awarded will be held, in trust, to fund supportive services for the implementation of the winning plans.

Winners will meet with The Foraker Group every three months to review budgets and evaluate the progress of their business plan execution against the overall timeline.

**Confidentiality**

While the competition organizers and judges are bound by ethical considerations to keep information confidential, neither the organizers nor the judges will sign non-disclosure agreements with any of the participants as part of the competition process.

The organizers reserve the right to use the following information about each business concept to publicize the competition:

- The name and location of the business
- A brief description of the company provided as part of the Apply to Compete form (subject to confidentiality of proprietary information)
- The names of all applicants mentioned explicitly in the business plan
- Any photographs taken during the competition
Evaluation

The Foraker Group will contract with an independent firm to evaluate the business plan competition process and outcomes. The evaluation consultant will monitor progress and report to the Foraker Rural Capacity Initiative Task Force in one year. The task force will take lessons learned, and with staff develop a white paper to be shared with other entities planning such competitions.

Disclaimers

Participation in this competition gives entrants no guarantees, expressed or implied, to any awards or to any potential or future funding. Copies of business plans submitted to the competition will not be returned to the entrepreneurs. Participants agree that the organizers of the competition are not liable for any direct or indirect damages, including any loss of revenue that may or may not be related to business advice received in conjunction with the competition.

Participants in this competition acknowledge and agree that The Foraker Group may investigate the creditworthiness of the Applicant or Applicant Company, its principal officers and shareholders, including through reviewing banking and credit histories, verifying tax information, and having performed a criminal background check, all as detailed on an Authorization for Release of Personal Information to be completed by all Applicants.

The Foraker Rural Capacity Initiative Task Force reserves the right to disqualify, in its sole and absolute discretion, any participant from the competition at any time (before or after a judging round or the award of any prize) for any reason. Reasons for disqualification may include, but are not limited to, plagiarism and any other form of dishonesty, misappropriation or infringement of the intellectual property of others, and any failure to comply with these rules and regulations. Disqualified participants shall forfeit all prizes awarded to them.

Changes to the Competition, Rules or Organization

The Foraker Rural Capacity Initiative Task Force reserves the right to amend or change the Business Plan Competition, its rules or organization.

Competition Administrator

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Anchorage, AK 99508
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907-743-1200