



THE CRAIG BUSINESS PLAN COMPETITION 2023

Phase I: The Business Overview

Phase I of the competition is open to all contestants who meet the competition's eligibility requirements outlined in the guidelines. Contestants must submit the *Business Overview* of their new business idea or expansion idea, along with a signed and fully completed *Entry Form (Appendix II)* **due Monday, August 14, 2023, at 5:00 pm MST**. The *Business Overview* must be a two-page maximum overview of the business with up to four charts, diagrams, and/or tables as an appendix. Charts, diagrams, and tables are not required. The *Business Overview* should briefly address each of the following business plan essential elements:

Is your business, (please check one)

Existing ☐

Start Up ☐

THE MARKET PROBLEM:

Focus on the need in the market for the proposed idea or expansion of the business.

THE PRODUCT/SERVICE IDEA:

Describe how the idea or the expansion of the business will solve the market problem identified in the first element.

THE MARKET SERVED:

Describe all targeted customers and market areas to be served.

THE CUSTOMER VALUE:

Describe the value of the product or service to the target markets and discuss the competitive advantages of the product or service. Discuss how you have validated the market need.

REVENUE GENERATION:

Describe how the business generates revenue.

MANAGEMENT PROFILE:

Describe the ownership and management of the business.

FUNDS REQUIRED:

Describe the use and amount of funds needed to expand the business if a winner in the Competition. Clearly outline how funds would be used if awarded.

Deliver by 8-14-2023 at 5:00 pm MST the *Business Overview* (one continuous PDF document) & any appendix to:

Shannon Scott
300 W. 4th St. (Craig City Hall)
Craig CO, 81625

The Phase I Judging Panel will select semi-finalists using the element criteria to be addressed in the *business overview*. The Judging Panel has the sole discretion to select from applicants the semi-finalists. Selected semi-finalists will be invited to participate in Phase II: *Draft Business Plan*

Appendix II

The Craig Business Plan Competition 2023: Entry Form

By entering and being accepted into the Competition and submitting the required Business Overview of ***The Craig Business Plan Competition (the "Competition")***, each contestant/owner executing this Entry Form agrees to all of the following terms and conditions. If you advance to Phase II of the competition as a semi-finalist, an Entry Fee of \$50.00 payable to: City of Craig is required and is nonrefundable. Payment of entry fees does not guarantee an award in the competition nor advancement to the next phase.

Originality of Plan

The statements, information, ideas and concepts set forth in the submitted documents are to be the original work of the contestants. By submission of this Entry Form, contestants individually warrant that their contest submissions are not subject to the intellectual property interest of any other person or entity, and that the contestant is under no agreement or subject to any restriction that prohibits or restricts the contestant's authority to disclose or submit such statements, information, ideas or concepts to the Competition Officials for purposes of the Competition.

Compliance with Guidelines of the Competition

By signing below, each contestant named below certifies that he/she has read the competition guidelines, and that the team or individual represented by this entry agrees to abide by the guidelines and the decisions of the Judging Panel and Competition Coordinators. The Judging Panel and Competition Coordinators (Competition Officials) reserve the right, in their sole discretion, to disqualify any entry that violates the competition guidelines or does not meet the minimum measures of quality, viability, or feasibility set by the Judging Panel or Competition Coordinators.

Grant Award Agreement

By signing below, each contestant named below certifies that he/she has read the standard Craig Business Plan Competition Grant Award Agreement attached hereto and/or available at: www.discovercraig.com. Each contestant further agrees to the terms and conditions of such Grant Agreement should the contestant accept a grant monies for eligible expenditures from the Moffat County Local Marketing District on behalf of the EDAC awarded by the Judging Panel and Competition Coordinators. Terms and conditions of all Grant Agreements between winners and the EDAC are subject to review and approval of the EDAC members, or their designee.

Waivers and Releases

Each contestant understands that ***The Craig Business Plan Competition*** sponsors, judges, coordinators, directors, officers, employees, consultants, and agents are volunteers and are under no obligation to render any advice or service to any contestant. Contestants also understand and agree that the legal protection of the information, ideas and plans submitted by the contestants to the competition is the sole responsibility of the contestants.

Competition Coordinators include the City of Craig Economic Development Advisory (EDAC) and the Northwest Colorado Small Business Development Center (SBDC) of which are subject to legislation relating to the disclosure of public information. Contestant hereby consents to access by Competition Officials and the public to all information and documents subject to disclosure under applicable law. The confidentiality of Contestant's records, including Contestant information related to Competition Coordinators' economic development considerations and grants or direct incentives provided pursuant to the Competition, will be maintained in accordance with and subject to all applicable laws. The EDAC will notify a Contestant if a request relating to proprietary information is received, thereby permitting Contestant opportunity to protect such information from disclosure. Contestant acknowledges that the Colorado Open Records Act (CORA) provides exceptions from the general requirement of disclosure of public information that may apply to Contestant trade secret, proprietary and confidential commercial financial information, and that Contestant will need to assert the interest of Contestant as provided under CORA and at law for purposes of nondisclosure.

The Competition Officials (Competition Coordinators and Judging Panel) will comply with Colorado State Statutes regulating public access to, and the confidentiality of, business proprietary information submitted by the contestant. In consideration of the time, expertise, and other resources provided by the Competition Officials to the competition and the benefits of participation in the Competition, each contestant hereby voluntarily releases the Competition Officials from any claim, damage, liability, responsibility, or accountability, known or unknown, relating to or arising out of information submitted or to be submitted by the Contestant to Competition Official's as part of Contestant's participation in the Competition.

To the fullest extent allowed by law each contestant agrees to all the following:

- **CONTESTANTS ASSUME ALL RISKS ASSOCIATED WITH PARTICIPATION IN THE COMPETITION, AND WAIVE AND RELEASE THE COMPETITION OFFICIALS, SPONSORS, THE CITY OF CRAIG, AND THE NORTHWEST COLORADO SMALL BUSINESS DEVELOPMENT CENTER, THEIR OFFICERS, AGENTS, VOLUNTEERS AND EMPLOYEES (the "RELEASED PARTIES") FROM ANY AND ALL CLAIMS AND CAUSES OF ACTION THEY MAY HAVE BY VIRTUE OF OR AS A RESULT OF PARTICIPATION IN THE COMPETITION. FURTHER, CONTESTANTS AGREE TO INDEMNIFY AND HOLD HARMLESS THE RELEASED PARTIES FROM ANY AND ALL CLAIMS, DEMANDS, OR CAUSES OF ACTION ARISING OUT OF THEIR PARTICIPATION IN THE COMPETITION.**
- Each Contestant agrees that the proper and exclusive place for the resolution of disputes arising from the Competition will be the City of Craig, Moffat County, Colorado.
- Competition winners are responsible for any taxes due related to incentives, grants or in-kind services received as a result of participation in the Competition.
- **BY EXECUTION OF THIS APPLICATION AND SEEKING TO PARTICIPATE IN THE 2023 CRAIG BUSINESS PLAN COMPETITION I UNDERSTAND AND AGREE THAT SHOULD I BE SELECTED AS A WINNER I AM AUTHORIZING THE CITY OF CRAIG, THE NORTHWEST COLORADO SMALL BUSINESS DEVELOPMENT CENTER, THE MOFFAT COUNTY LOCAL MARKETING DISTRICT AND THE BUSINESS PLAN COMPETITION COORDINATORS (COLLECTIVELY REFERRED TO AS THE PROMOTERS) TO USE MY NAME, PARTICIPATION, LIKENESS, PHOTOGRAPHS AND PICTURES FOR PUBLICATION FOR NEWS OR PROMOTIONAL PURPOSES AND THAT THE SAME SHALL REMAIN THE PROPERTY OF THE PROMOTERS.**
I FURTHER AGREE TO MAKE MYSELF REASONABLY AVAILABLE FOR FUNCTIONS RELATING TO MY PARTICIPATION IN THE COMPETITION, THE AWARD OF ANY GRANTS OR PRIZES RELATING TO THE COMPETITION, AND FOLLOW-UP INTERVIEWS OR PUBLIC APPEARANCES ABOUT MY BUSINESS ENTERPRISE THAT IS THE SUBJECT OF THE COMPETITION.
- Each Contestant executing this Entry Form hereby acknowledges that he/she has read and understands these Competition Guidelines and agrees to be bound by them.

DISCLAIMER

The Craig Business Plan Competition 2023 reserves the right to cancel the Competition at any point if, in the judgment of the Competition Officials, there is insufficient quality or quantity of business overviews or business plans to proceed. The determination of the Competition Officials will be final.

Competition Contestants:

Business Name:	
Owner	Owner
#1 Print Name:	#2 Print Name:
Signature:	Signature:
Date:	Date:
Phone:	Phone:
Email:	Email:
Owner	Owner
#3 Print Name:	#4 Print Name:
Signature:	Signature:
Date:	Date:
Phone:	Phone:
Email:	Email:

(Four is the maximum number of owners per business entry)