



Ripon Entrepreneurial Training Program -- Rules and Regulations

Criteria for Business Concept (“Pitch”)

Applicants will be required to submit a completed one page application form (attached), a one page description of the business concept, a \$100 non-refundable training course fee (which includes handouts and other materials), a credit check application form (attached), and a \$50 non-refundable credit-check fee. Applicants are encouraged to use creativity in the description. Please include the following information (in brief) in the pitch.

- What are the products and services that will be delivered or sold?
- Define and describe the market for this business?
- How will your business enhance Ripon and the community as a whole?
- What resources and assets do you have and what resources will be needed to develop this concept (personal, financing, and equipment, etc)?
- What are your qualifications to develop/expand this business?
- Are there any similar businesses around already? If so, how is your business different?
- What is your unique angle, business name, and any other information that distinguishes your concept?

In order to be eligible for this program, all applicants must pass a credit check.

Criteria for Business Plans

All applicants must submit a thorough business plan to be eligible for funding. Plans must include the following:

- Company Summary
- Products/Services Summary
- Market Analysis Summary
- Challenges, Opportunities and Strategies to Maximize Success
- Resume, Management History and Two References
- Financial Plan (statement, balance sheet, etc.). Please provide enough detail to explain your assumptions.
- How many full time and part time employees
- Startup Summary (initial uses and sources)
- A community impact summary stating:
 - How your business will enhance Ripon
 - How your business can benefit existing businesses in Ripon
- Why your business plan stands out

All business plan entries must be submitted to the Ripon Main Street office received at the indicated physical address or email address at a time to be determined. Business plans received past the deadline will not be considered for this Challenge.

Final Pitch

The Final Pitch will be a dialogue with the Ripon Entrepreneurial Development Committee. Participants will describe their idea in person in front of the committee. Participants should be prepared to display and show their business plan. The presentation can be verbal and/or include media (video, PowerPoint, etc).

ELIGIBILITY

- The contest is open to all legal U.S. residents, 18 years of age and older at the time of entry.
- Proposed businesses can be independent operations or franchised.
- Proposed businesses can be a one person concept or a team concept.
- A current Ripon business can apply as an expansion, so long as it introduces a new element in the current business.
- The contest boundaries are: within the city limits of Ripon, Wisconsin.

OFFICIAL RULES AND REGULATIONS

- Prizes are non-transferable and may not be redeemed for cash; substitutions by prize winners may not be requested.
- Printed copies of business proposal submitted into the contest may not be returned.
- The Ripon Entrepreneurial Development Committee will judge the business concepts and business plans.
- By participating in this contest, you agree to these Official Rules and to all decisions of the sponsors and the Ripon Entrepreneurial Development Committee, which are final and binding in all respects.
- The Ripon Entrepreneurial Development Committee, and Ripon Main Street, Inc. reserves the right to use participant names, likeness, picture, portrait, voice, and written submissions and written or oral statements, for advertising and promotional purposes without additional compensation unless required by law.
- By entering the contest, you are validating the acceptance of a credit check.
- Grand prize winners shall assume responsibility for the payment of all other items that are not part of the incentive package.
- Grand prize winners are required to have at least monthly contact with the Ripon Entrepreneurial Development Committee prior to opening, in order to keep the Committee apprised of the progress.
- In accordance with the IRS Code regarding prizes and awards, a Form 1099-MISC may be issued by the Committee to the Grand Prize winners. Please consult your tax advisor for additional information.
- Contingency rules for the loan shall be given, which is separate from the contest rules.
- The winners of the Grand Prizes must have their businesses open by December 31, 2017 unless an extension is requested in writing by November 1, 2017 and granted by the Ripon Entrepreneurial Development Committee. If not completed thereafter, the grand prize is forfeited and may go to another entrant.
- By accepting the Grand Prize, the winners release and discharge the Ripon Entrepreneurial Training Program, the Ripon Entrepreneurial Development Committee, Ripon Main Street, Inc., their affiliated companies, participating sponsors, information providers, content providers, subsidiaries, advertisers, advertising agencies, promotional and marketing

agencies, and any other companies involved with or otherwise providing services related to this promotion, and all their respective employees, officers, directors, representatives and agencies from the liability or damage due in whole or in part to the award, acceptance, possession, use or misuse of Grand Prize or from participation in this Program.

- Information regarding the Grand Prize winners will be posted February 28 released to the public.
- The Ripon Entrepreneurial Training Program reserves the right to modify and/or extend the deadline dates of the Challenge.

TIMELINES (TENTATIVE)

- Initial Press Release and Announcement of Contest: October 4
- Business Concept (Pitch) Due: December 6
- Final Business Concept Presentations: December 13
- Completed Business Plan Due: January 31
- Announcement of the Winner(s): February 28
- Business Must be Open: December 31, 2017

Dates are subject to change

SUBMISSIONS

All submissions can be submitted via mail or email:

Via Mail:

Ripon Main Street, Inc.
114 Scott Street, P.O. Box 365
Ripon, WI 54971

OR

Via Email: craig@riponmainst.com