

TIGER CAGE

ENTREPRENEUR COMPETITION

CONTESTANT APPLICATION

APPLICATION DEADLINE: JULY 27TH, 2018 AT 5PM

CONTACT INFORMATION

Contestant Name: _____

Name of Business Concept: _____

Address: _____

City, State, Zip: _____

Email: _____

Phone: _____

BUSINESS CONCEPT

PLEASE CHECK WHICH OPTION BEST DESCRIBES YOUR BUSINESS CONCEPT.

- New Business
- Significant Expansion of an Existing Business
- Second or Third Retail/Restaurant Business from an Existing Location in Another Town

PLEASE ANSWER THE FOLLOWING QUESTIONS IN A CLEAR AND CONCISE MANNER. REMEMBER, THIS IS YOUR FIRST OPPORTUNITY TO "SELL" US YOUR IDEA.



What is your idea and what product/service will you offer?



What is the problem you are solving or opportunity you wish to capitalize upon?



Who are your potential customers? How does this idea provide value to them?



What are your project costs, liabilities, expenses, etc.? How will you make money?



What resources and assets do you have and what resources would be needed to develop this concept (financing, equipment, personnel, etc.)? What are your qualifications to develop/expand this business?



Are there any similar businesses nearby? If so, how is yours different – how will you leverage yourself in the market?



Any other information that may really “sell” the committee on your concept?



I have read the competition rules, timeline, and eligibility requirements, and I attest that all information included in this application and business concept is true and accurate. By submitting this application, you agree to the rules and regulations of this competition.

Signature

Date

PLEASE SUBMIT APPLICATION FORM TO:

By Mail:

Albert Lea Economic Development Agency
Attn: ALEAP Tiger Cage
PO Box 370
Albert Lea, MN 56007

By Hand:

ALEDA Office
2610 YH Hanson Ave
Albert Lea, MN

By Email:

aleap@growalbertlea.com