

2019 RBC PARTICIPANT APPLICATION



Personal Information

Name:	Phone:
E-mail:	Address:

Company Information

Company Name:	
Website (if any):	
Length of Time in Operation:	Names of Presenter(s) (Please Limit to 2):
Company Description (2-3 sentence summary):	

Please e-mail this application, and your business plan to EconomicDevelopment@Rexburg.org, or drop off a physical copy to Rexburg City Hall, 35 North 1st East Rexburg, Idaho 83440, before 5:00 p.m. Wednesday May 13th.

Competition Information

Business Plan Submission

Three (3) physical copies of your business plan and one (1) digital copy need to be submitted to the Department of Economic Development located at Rexburg City Hall before 5:00 p.m. on May 13th 2019. Those business plans selected to present at the RBC 2019 competition will be notified no later than May 15th.

You are free to format your business plan however you feel will be most appropriate. However, we do recommend that you review the criteria upon which your business plan will be judged. These criteria are listed below and on our website at: www.madisoneconomicpartners.org/rbc. We encourage you to create your plan as though you were presenting to investors, making sure to include all pertinent details including (but not limited to):

1. Company Mission
2. Business Model
3. Strategy
4. Strategic Relationships
5. SWOT Analysis
6. Market Opportunity
7. Capital Requirements
8. Breakdown of Use of Funds
9. Management
10. Competitors
11. Competitors Strengths and Weaknesses
12. Financial Projections

If you are selected to present on May 16th, you will have fifteen minutes to persuade the judges that your business is a sound investment for them (as though they were looking to fund your ideas themselves). As you prepare for your presentation, if you choose to use a Power Point presentation, please limit your slides to ten or fewer to keep within the time constraints.

Further details will be provided to presenters as necessary. All participants and audience members will be required on the day of the event to complete a non-disclosure agreement to preserve the integrity of the presenter's ideas. Complete information regarding the event, location, times and dates are posted on the RBC web page. If you have any additional questions please contact Daniel Torres at Rexburg City Hall. Good Luck!

Criteria for Judging:

1. Market Opportunity
 - a. Is there a clear market need presented as well as a way to take advantage of that need?
2. Distinctive Competence
 - a. Does the company provide something unique that gives it a competitive advantage in its market?
3. Management Capability
 - a. Can this individual or team effectively develop their company and handle the associated risks?
4. Financial Understanding
 - a. Does the plan demonstrate a solid understanding of the business's financial requirements?
5. Investment Potential
 - a. Does this business represent a real investment opportunity in which the judges consider investing?