



The PitchFork Challenge Application Questions and Criteria:

1. What category are you applying for?
 - Rural Startup Business track (\$10,000 cash award)
 - Idea track (\$1,000 cash award)

Rural Startup Business Track:

1. Company Name
2. Primary Company Contact Name
3. Company Address
4. Phone Number
5. Email Address
6. Company Principal Place of Business
7. Date of Company Formation
 - a. Upload and provide documentation of formation SP, LLC, Corp, etc
 - b. If in business prior to 2019, provide proof of business tax filing (first page of your taxes)
8. Industry
9. Primary Product of Service Offering
10. Team
11. Number of employees
12. Total funding to date
13. Revenue generated in the past 12 months
 - a. Please upload company financials (current balance sheet and cash flow and all activity for P&L of business existence)
14. Projected revenue and expenses for 2018 and 2019
 - a. Please upload the company's cash flow projections by month for 2018 and 2019
15. Projected operating expenses for the next 12 months
16. Projected break even time frame including when the owner(s) will be able to take an owners draw or payroll (salary). (month and year)
17. Detail how the company will spend the PitchFork Challenge award of \$10,000?
18. Briefly provide a company overview

19. Briefly provide an industry overview and describe the market opportunity
20. Briefly describe the competition
21. Briefly describe the company's business model (how will you make money?)
22. Briefly describe why you choose to build a business in the this rural region.
23. Briefly describe the assets and strengths of the community for your business and what are the assets and strengths that you and your business will contribute to the community?
24. Please upload the company's business plan

Idea Track:

1. Primary Contact Name
2. Primary contact number
3. Company principal place of business
4. Email address
5. Industry
6. Primary product or service offering
7. Briefly describe the business idea
8. Briefly describe an industry overview and describe the market opportunity
9. Briefly describe the competition
10. Briefly describe the business model.
11. Briefly describe why you want to start a business in this rural region.
12. What are the assets and strengths of the community for your business idea and what are the assets and strengths that you and your business will contribute to the community, if launched?
13. Detail how you will spend the PitchFork Challenge Idea Track Award of \$1,000 to advance the business idea?

Who's eligible?

The PitchFork Challenge is open to any resident and business that is located in the counties below with a population of 30,000 or less:

- NH: Cheshire, Sullivan, and Hillsborough
- VT: Windham, Bennington, and Windsor
- MA: Franklin

Rural Startup Business Track:

- Business must be for-profit

- May not be more than three years old by September 1, 2019
- May not have raised more than \$250,000 in funding
- May not have earned more than \$250,000 in past year revenue
- **Complete and upload the attached Intake form**

Idea Track:

- Business idea is for-profit
- Business idea has not earned any revenue
- **Complete and upload the attached Intake form**

What will I win?

- Print and digital media exposure on The Keene Sentinel's and Radically Rural websites and social media platforms
- Article of PitchFork Challenge and announcement of the winners printed in a special Radically Rural insert in The Keene Sentinel
- For the business track: \$10,000
- For the idea track: \$1,000

Winner Requirements:

Winners of the awards will be required to:

- Report their award use expenditures
- Complete a business financial tracking form for three years after the award is received
- Document quarterly for the first year with photos if applicable the use of the award and the impact of the award
- Be available for social media, blog, and website marketing and promotion