



The PitchFork Challenge Application Questions and Criteria:

1. What category are you applying for?
 - Business track (\$10,000 cash award)
 - Idea track (\$1,000 People's Choice Award)

Business Opportunity 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
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
14. Projected Revenue for the Next 12 months
15. Projected operating expenses for the next 12 months
16. Projected break even time frame
17. How will the company use 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
22. Applicants may submit a pitchdeck along with the application (option to upload items)

Business 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. How will the PitchFork Challenge People's Choice Award of \$1,000 be used to advance the 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

Business Track:

- Businesses must be for-profit
- May not be more than three years old by September 1, 2018
- May not have raised more than \$250,000 in funding
- May not have earned more than \$250,000 in past year revenue

Idea Track:

- Business idea is for-profit
- Business idea has not earned any revenue

What will I win?

- For the business track: at least \$10,000
- For the idea track: \$1,000 based on the People's Choice Award