Boost Fort Atkinson: A Storefront Pitch Competition - Eligibility Criteria

Welcome to the Boost Fort Atkinson Storefront Pitch Competition! We believe that Inspiration Lives Here, and we're excited for this collaborative opportunity to help entrepreneurs capture their inspiration! To ensure a fair and competitive environment, participants must meet the following eligibility criteria:

1. **Age Requirement:**
    - All participants must be at least 18 years of age.
2. **Entry Fee:**
    - A non-refundable entry fee of $50 is required for each submission.
3. **Product or Service Development:**
    - Participants must have a product or service either live or in beta form. This requirement ensures that participants have progressed beyond the conceptual stage and have a tangible offering.
4. **Ethical and Legal Compliance:**
    - Participants must adhere to ethical business practices and comply with all relevant laws and regulations.
5. **Participation in Boost Workshops:**
    - Participants are required to complete all 4 Boost Fort Atkinson Workshops, which are designed to support you in creating the content and collateral needed to succeed in the competition. (The workshops are once a week, 4 weeks in a row, and are run by the University of Wisconsin-Whitewater's Enactus program.) We understand that circumstances may vary, and virtual workshop options will be made available to accommodate different schedules.
6. **Business Location:**
    - This competition is for a storefront located in downtown Fort Atkinson, WI.
7. **Entrepreneurs should also consider**:
   (All items below will be covered in the 4 Required Boost Workshops!)
   <u>Local Economic Impact</u>**:**
    - Priority may be given to businesses that demonstrate a positive impact on the local economy, such as job creation, supplier relationships with local businesses, and contributions to the overall economic development of Fort Atkinson.

   <u>Sustainability</u>**:**
    - Priority may be given to businesses with sustainable practices or that have a positive environmental impact. (Examples may include energy-efficient processes, waste reduction strategies, or environmentally-friendly products or services.)

   <u>Innovation and Uniqueness</u>**:**
    - Participants with groundbreaking ideas or solutions that set them apart from competitors may be given special consideration.

   <u>Community Engagement</u>**:**

- Priority may be given to businesses with partnerships with local organizations, outreach programs, or initiatives that contribute to the social well-being of Fort Atkinson.

Financial Viability**:**

- Participants should provide evidence of financial viability, indicating that their business has the potential for sustainable growth. This may include current financial statements, revenue projections, or a solid business model.

Scalability and Growth Potential**:**

- Give preference to businesses with a clear scalability plan and the potential for significant growth. This could include a well-defined market strategy, expansion plans, and scalability beyond the local market.

Diversity and Inclusivity**:**

- To foster a diverse entrepreneurial ecosystem, businesses owned by individuals from underrepresented groups may be given priority.

Marketing and Branding**:**

Participants should have clarity of their value proposition, target audience identification, and overall market positioning. Participants with effective marketing and branding strategies may be given priority.

Application Process:

- To apply, please submit **a completed application form** along with the required entry fee. Ensure that you meet all eligibility criteria outlined above.

Important Dates:

- Kickoff Meeting: Wed, Dec. 11th, 2025 at Hoard Historical Museum 5:30-6:30PM
- Entry Deadline: Fri, Dec. 20th, 2025
- Boost Fort Atkinson Workshops Schedule: (Hoard Historical Museum) Thursdays, Feb 6, Feb 13, Feb 20, Feb 27 from 5-7PM
- Interviews with Judge Panel & Competition Finale: Mon, April 7th, 2025

Prizes and Recognition:

- The winner of the Boost Fort Atkinson Storefront Pitch Competition will receive one year of rent in a downtown Fort Atkinson storefront and membership to the Fort Atkinson Area Chamber of Commerce. (Consideration will also be given to creative use of funds to launch the Fort Atkinson storefront.)

We encourage you to review the detailed guidelines and frequently asked questions at fortchamber.com/boost to ensure a smooth application process. If you have any queries or require clarification, feel free to contact Shauna Wessely at the Fort Atkinson Area Chamber of Commerce at director@fortchamber.com.

Thank you for your interest in the Boost Fort Atkinson Storefront Pitch Competition. We look forward to celebrating innovation and entrepreneurship with you!