



KCLAUNCH:2019 BUSINESS PITCH COMPETITION

AGREEMENT BETWEEN KEITH COUNTY AREA DEVELOPMENT & KC-LAUNCH CONTESTANTS

Eligibility

The competition is open to all legal residents of United States who are 19 years of age or older and residing in the United States at the time of submitting an entry to the KC-Launch competition. (Hereafter referred to as the “**Contestants.**”)

The Contestants may currently own an existing business, however, no individuals looking to purchase/take-over an existing Keith County business and re-locate to 119 N Spruce Street, Ogallala will be considered. In the case of a partnership, only one representative need apply to the KC-Launch competition. Contestants may submit multiple business ideas during the competition. The “**Committee**” will have sole and absolute discretion in determining whether a Contestant is eligible for this competition and such determinations shall be final.

Business ideas will not be considered if they include any matter that is illegal.

Candidates must be willing to commit to signing a minimum one-year lease in the space identified at the end of the competition. The space may be altered or renovated to meet the unique needs of the business, however all improvements and changes are subject to the approval of the property owner.

Candidates must have submitted an entry into the competition by the published deadline date. Entries must be submitted in English.

The Committee will select the top 3 businesses (the “**Top 3**”) to advance to the final phase of the competition. At this point, contestant’s ideas will be made public. A full business plan will be required to advance to the finalist’s round.

Official Rules and Regulations

In-kind prizes (including gift certificates) are not transferable and may not be redeemed for cash. In-kind prizes may have an expiry date and prize winners shall not request extensions or substitutions and any such requests will be denied.

The Committee will review all completed and submitted business plans, and other supporting documents submitted by the Contestants. Printed and digital business plan proposals submitted for consideration to the competition may not be returned. All decisions, judgments, and selections of the committee are at the sole and absolute discretion of the Committee and are final with no right of appeal. By participating in the competition, each Contestant agrees to these Official Rules and Regulations and to all decisions of the Committee.

The KEITH COUNTY AREA DEVELOPMENT (the "KCAD") and its partners reserve the right to use all participants' names, likenesses, pictures, portraits, voice, biographical information, written submissions, and written or oral statements, for advertising and promotional purposes without additional compensation to participants.

By submitting an application for and entering the competition, each Contestant advancing to the final phase of the competition may be asked to agree to having a background, credit, and/or reference check.

KCAD and its partners shall strive to provide support to any viable business entering the competition, whether that business wins the KC-Launch competition or not.

All Contestants must identify any potential conflicts of interest with KCAD and the committee when submitting their application. By discussing a potential conflict, the KC-Launch organizers can clarify with the applicant whether it could be an issue. The Committee will be notified of such potential conflicts of interests by KCAD.

If selected as the Winner (the "**Winner**"), the Contestant agrees to accept the prize award from KCAD and its partners. The Winner will not receive cash directly for in-kind prizes.

The Winner may be asked to show a viable budget detailing their ability to generate any remaining income needed to cover expenses above and beyond the assistance supplied by KC-Launch.

The lease agreement, term, and building improvements, will be agreed upon by the property owner and the Winner. Leasehold improvements will be capped at an amount agreed upon by the Winner and property owner.

If the Winner closes the business prior to the first year, all remaining un-redeemed prizes will be null.

The KC-Launch Competition Official Rules and Regulations are subject to change and update without prior notice.

Application and Selection Process

The Committee can choose up to three applicants to advance to the next phase for additional consideration. All other applicants will be informed of their elimination from the competition.

The Top 3 can obtain further assistance with their business plan submission from other business assistance services during the competition, if they choose. KCAD will be offering a business plan assistance through the Nebraska Business Development Center. Any/all additional services utilized will be at the candidate's own expense and not reimbursed for by the organizers of this competition. However, mentoring will be provided at no expense by KCAD.

The Top 3 must submit their business plans and supporting documents to KCAD by a deadline as communicated via social media, email and/or other communication methods. (See the Appendix A for the KC-Launch timeline and important dates.)

The Top 3 will be expected to present their respective business plans to the Committee and be asked to demonstrate via a business plan presentation on how the business will be operated, marketed, managed, etc. During this appearance, the finalists must be prepared to answer questions from the Committee and demonstrate product and business insight as well as discuss financial planning for sustaining a minimum one year commitment to lease.

The Winner will be announced at the Finale Event. The winning entry will be awarded the grand prize of a discounted lease at 119 North Spruce Street, Ogallala, Nebraska and a grand prize package of various donations to assist with business development, including some renovation costs.

Program partners have contributed in-kind donations of legal fees, accounting assistance, marketing, utility deposits, membership dues. Keith County Area Development is not responsible to coordinate the initial contact for the service, advice, and will not make contacts relating to disputes resulting from these partners.

In the event the Winner cannot make suitable leasing arrangements to set up their business within a reasonable timeline provided in Appendix A, the prize may be awarded to an alternate winner as selected by the Committee to fulfill the role of the Winner.

If the Winner does not achieve a grand opening on or before the timeline as described in the Appendix A, the incentive package is forfeited and will be awarded/offered to a runner-up by the Committee.

By accepting the grand prize package, the Winner releases and discharges KCAD and its partners, participating sponsors, information providers, content providers, advertisers, advertising agencies, promotional and marketing agencies, and any other legal entity involved with or otherwise providing services related to this competition and all their respective employees, officers, directors, representatives and agents from any liability or damage due in whole or in part to the award, acceptance, possession, use or misuse of the grand prize or from participation in this competition.

Information regarding the Winner will be posted on the KC-Launch Facebook, and will be released to the public through media alerts and other written, printed, digital and oral venues.

Winner's Obligation

The Winner will be obligated to;

- Execute a minimum one-year lease for a retail/service/office, in the building located at 119 North Spruce Street, Ogallala, NE 69153
- Ensure his/her business is eligible to open in downtown Ogallala (zoning, by-law, etc.)
- Be open to the public no later than the date as described in Appendix A
- Operate during all normal/customary business hours for the term of the lease
- Winners will be required to do an interview with KCAD staff for promotional purposes of the event.
- Winners may also be asked to make presentations regarding lessons learned, their successes and failures, advice to other entrepreneurs, and plans for the future.

The Winner may not sublet any part of the leased space during the first year unless outlined in the business plan submitted and approved in advance by the Committee in writing at the Committee's sole and absolute discretion.

I, , (Contestant of KC-Launch competition) have read the above, and confirm that I meet the eligibility requirements of the KC-Launch competition and will abide by the Official Rules and Regulations and winner's obligations as set forth herein.

Contestant Signature

Date

Witness

Date

Appendix A: -2018 KC-Launch Important Dates, Timeline & Location

March 11, 2019 (Monday, 8:00AM): Application Submission Starts

Pitching an idea is simple, send an email, write a letter, post a video or any form of communication that explains what the business idea is about. It does not have to be a new business, just new to Ogallala. The Top 3 ideas will be selected to compete more formally by submitting a business plan. Business plan development assistance for the Top 3 will be provided by Nebraska Business Development Center in partnership with Keith County Area Development.

All submissions and signed forms (page 4) should be sent:

**Via Mail: Via Email: mary.wilson@kcad.org
KCAD
PO Box 418
Ogallala, NE 69153**

April 26, 2019 (Friday, 4:00PM): Application Deadline

May 1, 2019 (Wednesday, 4:00PM): Top 3 Selection (Will be Posted to Facebook Page)

May 2nd -June 3rd - Business Plan Writing Assistance at the KCAD office with NBDC

June 5, 2019 (Wednesday, NOON): Business Plan with Executive Summary Must be submitted

June 6, 2019: Judges Review & Score Top 3 Business Plans

June 11, 2019: Top 3 Finalists Interviews with Judges at *Mid-Plains Community College – Ogallala Campus*

June 11, 2019: Final Scoring

June 17, 2019 (Monday): Celebration Event, Winner Announced

June 19, 2019: Execute Agreements, *The Winner receives a key

June 20th – July 15th: Improvements to the building, Business Set-up

No later than August 1, 2019: Winner Business Open to the Public

**Appendix B: Selection Criteria (Initial Pitch/Top 3 Selected to move on)
(20% of Final Score)**

**KC-Launch Initial Pitch
Judging Criteria**

CRITERIA	DESCRIPTION	1	2	3	4	5
Submission Max 10 points	Effort in creating the video or submission (used props, audio & video, art, effects and other tools)					
	Overall Presentation (composition & content)					
Communication Max 25 points	Delivered clear vision for business idea					
	Organized delivery					
	Supported key points with sufficient detail					
	Created an engaging/unique pitch presentation					
	Demonstrated enthusiasm/passion for the business					
Viability of the Business Max 35 points	Presented a realistic business idea					
	Presented a clearly defined market need					
	Presented a solution to a problem/opportunity					
	Presented understanding of the market demographics					
	Presented understanding of the competitive advantages					
	Is this a suitable business for a downtown storefront?					
	Is there a credible and sustainable business model ?					

EACH ITEM WORTH 5 points

Note:

Name of Judge: _____

Appendix C: Selection Criteria (Business Plan) (30% of Final Score)

CONTESTANT: _____

Poor Avg Great

CRITERIA	DESCRIPTION	1	2	3	4	5	Final Score
Executive Summary Max 40 points	Summarized compelling product/service offering and business model						
	Summarized compelling problems/opportunities						
	Summarized compelling unique value proposition(s)						
	Summarized competition and competitive advantages						
	Summarized compelling financial viability of the business						
	Summarized compelling market/industry trends						
	Summarized compelling financial forecast (cost, breakeven, etc)						
	Summarized future action plans for the business						
Business Description & Customer Segments Max 20 points	Detailed description of the business model						
	Identified relevant trends						
	Provided information on potential industry growth						
	Provided demographic information						
Product/Service Max 10 points	Described product/service						
	Described key benefits of offering to customer						
Problems & Solutions Max 15 points	Identified compelling problems/opportunities						
	Details how the business will provide solutions to problems						
	Linked benefits to the solution						
Unique Value Proposition Max 5 points	Provided clear and compelling details of unique value proposition(s)						

Marketing Max 5 points	Branding and marketing strategy										
Competitive Advantage Max 10 points	Understands the business's SWOT to create clear competitive advantages (Strength, Weakness, Opportunity & Treat)										
	Clearly differentiated from competitors										
Cost Structures Max 10 points	Clearly laid out the fixed and variable costs of the business										
	Presented a detailed pricing strategy										
Revenue Streams Max 15 points	Demonstrated viability of the business through revenue streams										
	Summarized key financials (First and second year gross sales and net income forecast)										
	Provided reasonable break-even point										
Key Metrics & Action Plan Max 10 points	Described the key metrics of the business										
	Presented a well thought out action plan to meet key metrics										
Win This Space Max 10 points	Will this business survive in the downtown										
	Will this business enhance the downtown shopping experience										
Bonus Points Max 5 points	Relevant support documents supplied										
Notes:									Total Score:		

Name of Judge: _____

Appendix D: Selection Criteria (Interview) (50% of Final Score)

KC-Launch Interview Judging Criteria

INTERVIEW SCORE CARD							
Business:		Poor	Avg	Great			
CRITERIA	DESCRIPTION	1	2	3	4	5	Total Score
Personality Max 15 points	Presented the passion and enthusiasm about the business						
	Represented the brand of the business well						
	Provided compelling business objectives and mission						
Startup Ready Max 15 points	Presented confidence to take on the responsibilities to open a storefront						
	Demonstrated understanding of the various challenges such as liabilities and time commitment						
	Knowledge and understanding of other resources outside Keith County.						
Viability of the Business Max 30 points	Ability to draw people into the downtown KEITH COUNTY						
	Ability to bring innovative and unique components to the downtown KEITH COUNTY						
	Ability to survive past the "Year 1"						
	Provided details about clearly defined market						
	Demonstrated deep knowledge of trends and industry						
	Presented sustainable and viable business model						
Note:		Total Score:					

Name of Judge: _____



KCLAUNCH:2019

BUSINESS PITCH COMPETITION

PARTNERS:

- Bud Morell
- Nebraska Business Development Center
- Dudden & Fair, P.C. – Randy Fair
- McChesney Martin Sagehorn, P.C. – Brandon Cain
- Nebraska Printworks
- Ogallala/Keith County Chamber of Commerce
- Mid-Plains Community College – Ogallala Campus
- Andersen Sign Company
- Office Service
- Keith County News
- KOGA Radio Station
- Keith County Area Development