



## ROC 59457 Business Plan Competition

ROC 59457 is a business plan competition designed to make your business idea into a reality **within the Lewistown downtown district**. The written business plan is **due Thursday, March 31<sup>st</sup>**. The top three ideas will have an opportunity to present to a local panel mid-April with the community-wide announcement celebration scheduled for the end of April. Aspiring entrepreneurs may be able to win a **\$5,000 cash prize** towards implementing their start-up business or expansion proposal and a **support services package** that includes consultant/mentoring services, a marketing package, facility location assistance, and a professional services package of accounting and legal services.

### Contest Rules and Regulations:

- The competition is open to any start-up or expanding business entrepreneur, 16 years or older, that will locate their business venture within the Lewistown downtown district.
- Application includes: 1.) The one-page application form, 2.) A cover letter that includes a statement on the intended use of the prize money and 3.) A business plan that includes the plan concept, history, marketing plan, management, and finances.
- We will accept all applicants in our first round with our professional judging panel from the Montana Community Finance Corporation. The professional judging panel will select three (3) contestants to “pitch” their business plan to a local panel.
- Applications are accepted starting January 1<sup>st</sup>, 2016. Applications must be received at the Snowy Mountain Development Corporation (SMDC) office at 613 NE Main or emailed to [smdckaren@midrivers.com](mailto:smdckaren@midrivers.com) by 3:00 PM on Thursday, March 31<sup>st</sup>.
- The top three (3) contestants will be expected to present a live “pitch” to a local panel. The live “pitch” will be no longer than 20 minutes in length with a 30 minute question and answer period and they must provide a photo for publicity and announcement purposes.
- Submission of an application to the contest implies that all information on the one-page application form and the publicity photo of the top three (3) contestants is public information and may be used in this and future contest marketing materials, on social media, by SMDC or members of the ROC committee, in media releases, etc.
- Application packets may be obtained at the following locations:
  - Snowy Mountain Development Corporation at 613 NE Main, Lewistown, MT; or
  - Lewistown News Argus at 521 West Main, Lewistown, MT; or
  - Online at [www.snowymtndev.com](http://www.snowymtndev.com)
- Applicants are encouraged to contact SMDC’s Business Development Director, Bob Giese at 535-2591 for assistance. A resource guide is attached to assist you in your business plan preparations.
- Selection considerations will be: impact to Lewistown downtown, near-term business plan implementation, completeness of plan, and realistic plan.
- Committee reserves the right to not award support and cash incentives if applications are determined invalid.