



UNIVERSITY OF
NORTHERN COLORADO

Monfort College of Business

2018 Monfort College of Business Entrepreneurial Challenge Application

Welcome to the Ninth Annual Monfort College of Business Entrepreneurial Challenge. There are three rounds to the Entrepreneurial Challenge. In round one we invite all Colorado-based startup firms to submit their application. Selected applicants will advance to the Preliminary Challenge (round two). Of the selected applicants, finalists advance to the final event (round three). The application will be judged based on its appeal, viability and specificity of detail provided.

Deadline for applications is November 13, 2017 at 5 PM. MCB will notify you with the status of your application on December 8, 2017.

***Please provide the following information so the Monfort College of Business can give the best feedback during the E-Challenge process.**

1). Important Details

Name of Business: _____

Name of Applicant(s): _____

Applicant's Email Address: _____

Applicant's Mailing Address: _____

Applicant's Phone Number: _____

2). What is the mission of your company? (3-5 sentences)

- Please include the legal foundation of your business, vision statement, mission statement, and company values

3). Explain your product, service or idea. (3-5 sentences)

- Please identify the product/service features and benefits. What is your competitive advantage?

4). Please identify the company's stage of development.

5). What is your relevant operation strategy?

Please include strategies for:

- Marketing and sales
- Competition
- Management
- Financials

MCB will select applicants to present their plan at the MCB Entrepreneurial Challenge preliminary event on January 30, 2018 on the campus of the University of Northern Colorado. The top entrepreneurs will be invited to present their plan at the final event on March 27, 2018. Additional details will be provided to the finalists.

All applicants are required to submit a **\$100 non-refundable** application fee within 5 business days of submission. Please mail a check to Kim Betz, 501 20th Street, Box 128, Greeley CO, 80639 and make payable to the "UNC Foundation".

Please submit this application via email to jamie.dagg@unco.edu