

# MOUNT DESERT BUSINESS BOOT CAMP & PITCH COMPETITION

NORTHEAST HARBOR

NOV 4-7, 2021

Pitch for prizes  
of up to  
**\$10,000**



# Mount Desert Business Boot Camp & Pitch Celebration

## November 4 – 7, 2021

Presented by



Sponsored by



Facilitated by Jay Friedlander



### About the Boot Camp

- **What:** A three-day intensive training program for two participants from each enterprise, providing selected entrepreneurs the business skills and resources needed to grow.
- **Who:** Established businesses on MDI or those ready to launch, with special consideration given to year-round businesses.
- **Learn:** Business essentials from industry experts including customer value proposition, financials, solving business challenges, telling your story, fundraising, and more.
- **Win:** The Boot Camp culminates with a pitch competition for an award up to **\$10,000 from Bar Harbor Bank & Trust.**

**WHEN:** November 4-7, 2021

**WHERE:** Northeast Harbor

### Eligibility

To be eligible to apply, enterprises must meet the following criteria:

- You have an established business located on MDI or are ready to launch.
- Special consideration will be given to year-round businesses.
- Two people from your enterprise are able to commit to three full days to participate in the training and pitch celebration on November 5-7, with a welcome reception the evening before on November 4. Training days start at 8:45 am and end in the early evenings. The pitch competition takes place on November 7, starting at 4 pm.

### Application Process & Deadline

Please answer each question below as specifically and succinctly as possible and email your completed application to [community@mountdesert365.org](mailto:community@mountdesert365.org) no later than **October 8, 2021 at midnight EST**. In-person applications are due at **5 pm on October 8**.

Accepted applicants will be notified by **October 13, 2021**.



## Application

<b>Contact Information (Applicants must be owners or members of the leadership team)</b>			
Business Name:			
Contact Name:			
Position/Title:			
Phone Number:			
Email Address:			
Website Address:			
Street Address:			
City:		ZIP:	
County:			

<b>Business Information</b>			
Provide a brief description of your business and your vision for its future growth.			
Business Stage:		Established / Second Stage	Start Up
Number of Years in Business:			
Number of Employees:			
How would you classify your business? What industry are you in?			

**Market Demand**

What trends lead you to believe this is a good business?

What unmet customer needs does your business' product/services address?  
Why do people use your product/service?

Please describe your target customer.

How large is the market for your products/services?

Who are your closest competitors, and what makes your products / services different?

## Stage & Development of Venture

In what year was your business founded, and when did your business generate its first sale?

What makes you or your team qualified and capable of making this business successful?

How does your business earn revenue? How do you expect that to change in the long-term?

Please fill in the following:

	2019	2020	2021	2022 (projected)
Gross Sales	\$	\$	\$	\$
Total Expenses	\$	\$	\$	\$

## Business Boot Camp Goals

What is the primary challenge your business is currently facing?

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What would you expect to gain from participating in the Boot Camp that would help your business? Please be as specific as possible.

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What are three things you would like to focus on during the Boot Camp that would help enhance your capacity to operate your business successfully?

1.	
2.	
3.	

Please rate your level of competence with using spreadsheets, such as Microsoft Excel, and presentation software, such as Microsoft PowerPoint, by placing an "x" under the appropriate numbers below. Note, this will not impact your selection:

	1 (Novice)	2	3	4	5 (Expert)
Spreadsheets					
Presentation Software					

### Future Financing Needs

Please describe the expected short and long-term financing needs of your business.

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If you receive the award of \$5,000-\$10,000, which can be used for additional business assistance and/or capital expenditures, how would you plan to use it?

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