First Round Application

Return completed applications by post, email or fax to:

Best in the West Small Business Competition
PO Box 368   Bethel, AK 99559
Fax: (907) 543-4527

Attn: Reyne Athanas 543-4538  rmathanas@alaska.edu
Amber Jones 543-4515  ajones110@alaska.edu

Submitting this application will be the first step in the Best of the West Competition. Your application should reflect the essence of your idea.

Eligibility:

- Must reside in Yukon-Kuskokwim region year round.
- Must be 18 years old or have a high school diploma or equivalent
- Limit of two wins for a person and/or a business with a gap year between applications, (wins).
- Applicants can submit only one application per year.

Applications that are incomplete or supply false information will be disqualified.
Use this format for submission only.

Judging:  The judges will evaluate each Business Plan application and award a total of 100 points.

Business Information: 10 Points Possible

Three Narratives: 90 Points Possible

Business Information: 10 Points Possible

Proposed Business Name:
Name:
Title:
Mailing Address:
City or Town:
State:
Zip:
Contact Telephone:
Fax:
Cell Phone:
E-Mail Address:
Alaska Driver’s License: #  or Alaska State ID Card: #

This project will be located in southwestern Alaska.  Yes  No
For purposes of this competition “southwestern Alaska” does not include: Anchorage, Fairbanks, Homer, Juneau, Ketchikan, Palmer, Wasilla, Kenai and Soldotna. Your primary residence must be located in the Yukon-Kuskokwim region.

Can your project be executed within 12 months? Yes No

Will you be 18 years old by the date this award? Yes No

Are you a first time business owner? Yes No

Legal name of previously owned business, city, and state.

**Competition Criteria: 90 Points Possible**

Your Business Plan must contain the following:

- **Benefit to Rural Alaska Communities** —please address the following under each of the three written criteria:
  - **Executive Summary** An executive summary is the brief introduction to a business plan. It should describe your business, the problem that it solves and how, your target market, and financial highlights. (300 word maximum)
  - **Sustainability/Profitability**: Your proposal must show how your business can continue to operate and benefit the targeted community beyond the period of the award. Strengths of key personnel, experience and knowledge of market. (300 word maximum)
  - **Financially Feasible**— Your idea needs to be financially feasible to survive in today’s business market. Please submit an estimate of expenses for one year. Milestones to be reach during year one. The selection committee understands that this is NOT your final budget, just an estimate. (300 word maximum)

**Estimated Amount Requested $**

**Executive Summary:** 30 points

(Maximum 300 words – Required)

**Sustainability/Profitability:** 30 points

(Maximum 300 Words - Required)

**Financially Feasible:** 30 points

(Maximum 300 words – Required)
2020 Best in the West Timeline

Open First Round Applications: December 1, 2019
Small Business/Entrepreneurial Workshops
December 14, 2019 (after Saturday Market) and January 23, 2020
(Mandatory attendance, audio conference for villages)
First Round Submission Deadline: January 24, 2020
Applications to Selection Committee: January 26-31, 2020 (Round 1- Remote Scoring)
Finalists Notified and Announced: February 1, 2020
Small Business/Entrepreneurial Workshops
February 25, 2020 and March 11, 2020
(Mandatory attendance, audio conference for villages)
Finalists Business Plan Submission Deadline: March 27, 2020
In Person Finalists Presentations to Selection Committee: April 10, 2020
(Round 2- In-Person Judging in Bethel)
Winners Announced: April 10, 2020
Follow-up workshops
Two workshops: TBA October and December 2020

Application must be submitted to (rmathanas@alaska.edu or ajones110@alaska.edu), fax 907-543-4539 or mailed to YPCC Best in the West Competition, Kuskokwim Campus, PO Box 368, Bethel, AK 99559 or hand delivered to Reyne Athanas or Amber Jones at Yupiit Piciryarait Cultural Center in Bethel, AK.

Sponsoring and Invited Partners:
UAF Kuskokwim Campus & Yupiit Piciryarait Cultural Center,
Bethel Community Services Foundation, Donlin Gold LLC, Calista Corporation,
Coastal Village Regional Fund, Bethel Native Corporation, First National Bank,
Wells Fargo Bank, Bethel Chamber of Commerce, Kuskokwim Art Guild,
ConocoPhillips, GCI, Crowley Maritime, Lynden Cargo, Northern Air Cargo, and
British Petroleum