**2022 Path to Prosperity Business Competition Application**

Welcome to the 2022 P2P Business Competition application! The application will open on April 1 and close on May 31, 2022 at 11:59 PM.

*Please note:* This year’s competition cycle is open exclusively to tourism-related businesses, meaning that a significant portion of your business activities and/or income are from the tourism industry. This includes the hospitality industry, and/or any service or product that is directly tied to the visitor industry. Entries can be for a new business startup, diversification of an existing business, or extension of a current business activity. Please reach out to us if you have additional questions about eligibility.

We are happy to provide assistance and feedback for crafting a competitive application. If you would like support filling out this application, please reach out to isabella@spruceroot.org, no later than Monday, May 23.

1. **Eligibility Requirements**
* The business is/will be tourism-based
* The business is/will be based in Southeast Alaska
* All applicants are residents of Southeast Alaska
1. Do you meet the eligibility requirements?

**II. Applicant Information**

*(Judges will not see these responses)*

1. Primary Applicant Name:
2. Primary Applicant Email:
3. Secondary Applicant Name (if applicable):
4. Secondary Applicant Email (if applicable):
5. Phone Number(s):
6. Mailing Address:
7. Race/Ethnicity:
8. Gender:
9. How did you hear about us?

**III. Business Information**

(These responses will not be seen or scored by judges)

1. Physical Address (Business Address):
2. Business Name:
3. Community:
4. How long has your business been in operation?:
5. Assuming COVID transmission rates remain low, are you interested in participating in-person at our 3-day Business Boot Camp in late September 2022, if selected as a finalist? (Yes/No)
6. Please provide a 2-3 sentence summary of your business. If selected as a finalist, this will be shared with the media.
7. Please attach 2-3 photos of the business, your product/service, and/or the owners. If selected as a finalist, these will be shared with the media

**Narrative Questions (scoring up to 100)**

1. What do you make or sell? *Not scored*
2. Describe your product or service, why do your customers need it, and what makes it unique/competitive? 35 *points, 400 Word Max*
3. How will your business benefit your community, the environment, and the local economy? *35 points, 400 words max*
4. Why are you interested in participating in this program, and what goals will it help you achieve? *15 points, 300 Word Max*
5. Explain how your business is connected to, or will benefit, the tourism industry in Southeast Alaska. *15 points, 300 Words Max*

**Submission**

The registration period opens on April 1, 2022 and forms must be submitted by 11:59 PM on May 31, 2022, through this application portal. Incomplete registrations will be rejected. Questions about the program or application process, and requests for assistance filling out the form must be directed to (907) 586-9251, or grow@spruceroot.org. Spruce Root reserves the right to amend any criteria or procedures as well as the right to refuse any registrant it deems as not meeting the specified requirements.

By signing this application form, I certify, on behalf of myself and the business I represent, the following:

* The information, including supplemental information, provided with this application is true and accurate to the best of my knowledge, information and belief.
* If all of the above eligibility requirements are not met in full or if any information provided on the registration form is found to be false or incorrect, the applicant will be deemed ineligible.
* If selected as a finalist, I will commit to submitting a business plan, financial projections, and a pitch video by early December 2022 for Round 2 of the competition.
1. Signature: