

## McGregor Walleye Tank

Application Form, 2016

An application form is required from all exhibitors/contestants for the McGregor Walleye Tank. The McGregor Walleye Tank will be held August 20, 2016 at the McGregor High School. Applications and the \$25.00 application fee are due on or before August 8, 2016 to the address at the bottom of this form.

Name: \_\_\_\_\_

Address: \_\_\_\_\_

Phone Number: \_\_\_\_\_

Email: \_\_\_\_\_

Will you be entering a product or business idea, please provide a brief description:

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Youth Category for contestants age 21 and under, please check here if you are entering the youth category: \_\_\_\_\_

- A nondisclosure agreement will be signed by judges, participants and other interested parties as protection for your idea or product at the event.
- The McGregor Walleye Tank executive committee reserves the right to reject any application it deems inappropriate for the McGregor Walleye Tank competition.
- A full set of rules and regulations are available and part of this packet.

Signature: \_\_\_\_\_

By signing this application I agree to the terms and conditions of the McGregor Walleye Tank and agree to abide by the final results as determined by the Walleye Tank judges.

There are five criteria used by the McGregor Walleye Tank judging panel.

- *Business opportunity:* A strong business opportunity is one which effectively addresses a real customer need or problem and which has a strong likelihood of becoming profitable.
- *Business model:* A well-articulated business model clearly explains how the business will generate revenue, i.e., how customer transactions will occur.
- *Strength of financials:* A financial model that is based on solid assumptions, and shows a clear path to revenue, and ultimately, profitability.
- *Strength of marketing plan:* A strong marketing plan includes strategy founded on good market research, shows understanding of the target customer, identifies who will be responsible for what, and is tied to timelines.
- *Strength of entrepreneur and/or entrepreneur team:* A strong entrepreneur team is one in which key leaders are available to fill key positions to execute the operations plans.

Please return your application with the \$25.00 application fee or direct any questions to:

Ross Wagner

Aitkin County Courthouse, Room #131

217 2<sup>nd</sup> Street NW

Aitkin, MN 56431

218-927-7305

[rwagner@co.aitkin.mn.us](mailto:rwagner@co.aitkin.mn.us)