



PATH to PROSPERITY

Path to Prosperity Official Rules and Guidelines 2013

The Path to Prosperity Sustainable Business Concept Development Competition is open to individuals, for-profit businesses and tribal entities that have or intend to have a significant operating presence in Alaska. The business idea may be an original business concept or an extension of a current business activity. It can be a product, service or social venture.

Business ideas will be judged primarily on the basis of their feasibility and their positive social impact. Feasibility will focus on business fundamentals, including a market and competition analysis and marketing strategies, implementation feasibility, strength of financial projections and quality of the management team. Social impact will focus on how the business contributes to conservation and sustainable use of local natural resources, the extent to which the business revenue stays within the local economy, and how the business contributes to the development of local business leadership and community self-determination.

To enter the competition, each entrant must consent to follow these rules:

Important Dates and Deadlines

Registration and concept description deadline:	5 p.m. AKDT, September 16, 2013
Notification of selection for Round 2:	September 30, 2013
Boot Camp Weekend:	October 4–6, 2013
Business Plan submission deadline:	5 p.m. AKST, December 16, 2013
Notification of Winners:	January 20, 2014
Winners attend Innovation Summit:	January 29–30, 2014

Registration

Each entrant must submit a completed Apply to Compete registration form and business concept description to the competition administrator by the registration deadline in order to be considered for the competition.

Who Can Enter

All applicants must be residents of Southeast Alaska. The competition is open to individuals, for-profit businesses and tribal entities. Business concepts must be for a business located in Southeast Alaska.

Entries can be a new business startup, diversification of an existing business, or extension of a current business activity.

All plans must involve a feasible business idea that is based on the independent thinking of the applicant(s). Duplicating or copying an already existing/recognized business or franchise is not allowed.

The business/business idea must have a positive social impact that will contribute to conservation and sustainable use of local natural resources.

A business plan that has been previously submitted to this competition or another is allowed. A plan that has won this or another competition is not allowed.

Round 1: Apply to Compete

A webinar will be held on August 12, 2013 at 5:30 PM to answer questions and provide more information about the competition. The Apply to Compete registration form and business concept description are due September 16, 2013. No late submission will be accepted with absolutely any exception. Business concept descriptions are limited to seven pages total. Any pages beyond seven will not be read by the judges.

The competition administrator will first screen each submitted registration form for completeness and eligibility. For all entries that pass initial screening, judges will score the business concepts in order to determine the top scoring entries that advance to Round 2. Round 1 is judged by the Competition Committee, consisting of one representative each from The Nature Conservancy, Haa Aanii Community Development Fund/Haa Aanii, LLC, and the University of Alaska Southeast.

Twelve entries will be selected to advance to Round 2: the top six rural applicants by overall score, and the top six from the remaining applicant pool. An applicant residing in and/or locating a business in a community other than Juneau, Ketchikan and Sitka is considered a rural applicant. To ensure the quality of the business plans developed in the final round, the organizers reserve the right to select fewer entries if the submissions do not meet judges' quality standards of receiving a minimum of 50 points out of a possible 100 points from each judge during the scoring process.

Round 2: Develop Your Business Concept

Participants advancing to Round 2 will be required to attend an in-person weekend Boot Camp for entrepreneurs. All travel, meals and lodging will be provided. The Boot Camp Weekend will be held October 4–6, 2013. Boot Camp Weekend will provide workshops and opportunities for networking. Assessment meetings will be held to develop an individualized plan for 10 hours of support and guidance for in-depth business concept development and business plan writing. The twelve participants who advance to round 2 will be assigned one or more advisors to help develop the Round 2 entry.

There is no required format for the submitted business plans. Please see Entry Requirements for page limits and suggested content. Round 2 participants will receive detailed information for Business Plan entry requirements at the Boot Camp weekend.

All electronic submissions must be attached to an email as a single document with the business name in the file name (example: businessname.pdf). All electronic submissions will include the following in the subject line of the email: P2P Competition. Entries can also be mailed or dropped off in person.

An independent panel of three judges, selected by the Competition Committee from different fields (business, marketing and technology), will score entries for Round 2 and will select two winners. One winner will be the highest scoring rural entry and the second will be the highest scoring entry from the remaining business plans.

Awards

The winning two business concepts will receive up to \$40,000 in seed funding for consulting/technical services. Consulting/technical services will be tailored to the needs of each business concept and delivered according to the plan and budget developed by the applicant.

Winners will meet with the Competition Committee every three months to review budgets and evaluate the progress of their business plan execution against the overall timeline.

Confidentiality

While the competition organizers and judges are bound by ethical considerations to keep information confidential, neither the organizers nor the judges will sign non-disclosure agreements with any of the participants as part of the competition process.

The organizers reserve the right to use the following information about each business concept to publicize the competition and the Innovation Summit:

- The name and location of the business.
- A brief description of the company provided as part of the Apply to Compete form (subject to confidentiality of proprietary information).
- The names of all applicants mentioned explicitly in the business plan.
- Any photographs taken during the competition.

Disclaimers

Participation in this competition gives entrants no guarantees, expressed or implied, to any prizes or to any potential or future funding. Copies of business plans submitted to the competition will not be returned to the entrepreneurs. Participants agree that the organizers of the competition are not liable for any direct or indirect damages, including any loss of revenue that may or may not be related to business advice received in conjunction with the competition.

The Competition Committee reserves the right to disqualify, in its sole and absolute discretion, any participant from the competition at any time (before or after a judging round or the award of any prize) for any reason. Reasons for disqualification may include, but are not limited to, plagiarism and any other form of dishonesty, misappropriation or infringement of the intellectual property of others, and any failure to comply with these rules and regulations. Disqualified participants shall forfeit all prizes awarded to them.

Changes to the Competition, Rules or Organization

The Competition Committee reserve the right to amend or change the Path to Prosperity Sustainable Business Plan Competition, its rules or organization.

Competition Administrator

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Competition Sponsors

