

**Application Worksheet**

*Download and use this Word document version of the application to draft your answers for the official Big Pitch application before completing and submitting it online. All the information and questions contained in the application are copied below for your convenience.*

Welcome! Thanks for your interest in participating in [The Big Pitch Presented By PNC](http://bigpitchbham.com/) and hosted by REV Birmingham. Finalists will have a shot at winning a share of $50,000 in prize money and professional services. This competition is intended to provide aspiring and new business owners with the mentoring, technical skills, connections, and startup capital needed to go to the next level.  
  
Come prepared! Don't skip these opportunities to refine and strengthen your business concept before the live competition: BIZ 1.0 & [REV's Small Business Workshop Series](http://revbirmingham.org/initiatives-events/workshops/).   
  
What are we looking for? Creative and lifestyle businesses that...

* Intend to open, expand, or relocate in the City of Birmingham
* Promote vibrancy, foot traffic, or neighborhood revitalization

Use this application to tell your story. Your responses will be saved even if you don't click submit, but try to complete all questions before exiting.

What you'll need:

* 20-30 minutes to complete the application
* Your financials
* A few photos of your product
* A video that captures your brand story, your vision and your capital needs
* $30 for the application fee
* Enthusiasm for making Birmingham the most vibrant market in the Southeast!

Applications are rolling. The deadline for 2019 Big Pitch finalist consideration is Aug. 30, 2019. Applications submitted after this date will be considered for 2020. We'll send you an opportunity to amend your application a month before the 2019 deadline just in case your business has grown.

Good luck! Click the "Next" button below to begin.

[Next button]

Primary Contact Information

\*1. First Name:

\*2. Last Name:

\*3. Email Address:

\*4. Phone Number:

\*5. ZIP Code (for your business location; if operating from your home, use your home ZIP Code)

Secondary Contact (if applicable)

Examples include: business partners or key team members

6. First Name:

7. Last Name:

8. Email Address:

9. Phone Number:

\*10. Business Name:

\*11. Where is your business located?

* Out of my home
* Pop Ups & Markets
* Mobile
* Brick & Mortar
* Other (please specify):

\*12. Which most closely describes the industry your business is in?

* Food Production/Retail
* Fashion Production/Retail
* Furnishings Production/Retail
* Art Production/Retail
* Neighborhood Services
* Professional Services
* Other (please specify):

\*13. Which most closely describes the stage your business is in?

* SEED: your business is just a thought or an idea
* STARTUP: products or services are in production and you have your first customers
* GROWTH: revenues and customers are increasing with many new opportunities and issues
* ESTABLISHED: you've secured a place in the market and some loyal customers
* EXPANSION: you've entered a period of growth into new markets and distribution channels
* Mature: year over year sales and profits tend to be stable
* Exit: you’re ready to cash out on all your effort and years of hard work

\* 14. Describe your real estate position.

* Currently seeking brick & mortar location
* Identified brick & mortar, but haven’t signed a lease
* Signed a lease, but haven’t moved in yet
* Aim to expand into a second location or larger location
* Not yet ready for a brick & mortar location

\*15. Number of employees (include yourself in this number and enter "0" if needed rather than leaving blank)

Full-time:

Part-time:

\*16. Are you currently employed in addition to your business?

* Yes
* No

17. If yes, where are you employed and what is your title?

Employer:

Title:

\*18. Please give a “one-line pitch” for your business. (140 character limit):

\*19. How does your business currently contribute to Birmingham’s vibrancy?

\*20. Please describe your customer and their need or want (be as specific as possible):

\*21. Please describe your business solution:

\*22. What inspired you to start your business?

\*23. Please describe your competitors and your competitive advantage in your target market(s):

\*24. What is your short-term (1-2 years) and long-term (5-10 years) vision for the future of your business?

\*25. What are the biggest hurdles your business has had to face and how have you overcome them?

\*26. The Big Pitch funds permanent or semi-permanent assets including renovations, furniture, fixtures, signage and equipment. If you were to win, how would you use the prize money?

\*27. How will you create vibrancy in the City of Birmingham’s commercial districts with Big Pitch winnings?

\*28. What was the GROSS income from business in the previous year? Gross income is commonly defined as a business's revenues before taking any costs, taxes or other deductions into account.

* <$5,000
* $5,000-$15,000
* 15,000-$50,000
* $50,000-100,000
* $100,000-50,000
* $150,000-250,000
* $250,000>
* N/A

\*29. What are your revenue projections for next year?

\*30. Help us better understand your cash position as it relates to the goals outlined in your Big Pitch application. Please indicate the amount you can access from each of these investment sources as accurately as possible.

* Personal Investment
* Friends & Family Investment
* Other Equity Investment
* Microloans
* Traditional Bank Loans
* Other

\*31. If you have a one-year operating budget please upload it in a PDF or Word format. Please name your file BUSINESS NAME\_FINANCIALS

[upload option in application]

\*32. Please upload 1 of 3 photos or images you feel best represent your business.

[upload option in application]

\*33. Please upload 2 of 3 photos or images you feel best represent your business.

[upload option in application]

\*34. Please upload 3 of 3 photos or images you feel best represent your business.

[upload option in application]

\*35. Upload a two-minute video that captures your brand story, your vision and your capital needs to your YouTube or Vimeo account and share the link to the video here:

36. If you have a social media and/or blog presence, provide handles or URLs for all that apply:

Facebook:

Instagram:

Twitter:

Snapchat:

Blog:

Other:

\*37. Which, if any, of these REV Birmingham or Create Birmingham programs have you attended?

* BIZ 1.0 Startup Essentials
* CO.STARTERS
* Operation Hope Workshops and/or coaching
* Small Business Development Center workshops and/or coaching
* SCORE Workshops
* Birmingham Business Resource Center workshops and/or coaching
* Urban Impact workshops and/or coaching
* N/A

\*38. How did you first hear about The Big Pitch?

* REV Birmingham website
* Twitter
* Facebook
* Instagram
* Event
* AL.com
* Birmingham Business Journal
* WBHM 90.3 Radio
* Word of mouth
* REV Newsletter
* REV Staff Member
* Other (please specify)

Client Confidentiality Agreement

We keep your information confidential and use your information only for the purposes of working with you and gathering statistical information for reporting to our funders. As part of this work, we ask that you maintain confidentiality regarding information provided to you by REV as we work together as well.

In working with the undersigned CLIENT, REV Birmingham, and its employees, agents and contractors (collectively referred to herein as “REV”), understands that it may have access to and become knowledgeable of trade secrets, proprietary and Confidential Information relating to the operation, products, services and employees of the CLIENT not generally available to the public. REV agrees to use CLIENT’s Confidential Information solely for the purpose of providing business services, coaching and/or other such services to CLIENT and not disclose or use such Confidential Information, except to the extent authorized in writing by CLIENT, or as required by law. REV is authorized to disclose such information only to its employees, agents and contractors who require the information in the course of performing their duties, and to use non-identifiable information about the CLIENT for purposes of statistics, obtaining funding and/or reporting to funders.

In working with REV Birmingham, the undersigned CLIENT and its employees, agents and contractors (collectively referred to herein as “CLIENT”), understands that it may have access to and become knowledgeable of trade secrets, proprietary and Confidential Information relating to the operation, products, services and employees of REV not generally available to the public.

“Confidential Information” means any CLIENT or REV proprietary information, records, data, lists, electronic data information, technical data, trade secrets or know-how, including, but not limited to, market data, real estate data, research, plans, products, services, customer lists and customers, software, developments, inventions, processes, formulas, methods of determination of prices, financial condition, profits, sales, net income, indebtedness, technology, designs, drawings, engineering, or marketing plans disclosed to REV by CLIENT or CLIENT by REV either directly or indirectly in writing, orally, by drawings or by observation. Confidential Information does not include any of the foregoing items that have become publicly known and made generally available through no wrongful act or omission of REV or CLIENT.

\*33. I have read and agree to the REV Client Confidentiality Agreement.

Yes

Payment [powered by Stripe]

Submit your payment

Application fee for The Big Pitch 2019

Total due: $30 USD

Name:

Email:

Card Number:

Expiration:

CVC:

All payments are processed and secured by [Stripe](https://stripe.com/). Payments are sent to the survey creator – this survey never stores your credit card information.

*Note: Application fee is required for your application to be considered complete.*