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*Download and use this Word document version of the application to draft your answers for the official Launch Pitch Night 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 Catapult's Launch program. Launch is a community-based effort led and funded by local financial institutions that was created to help Lakeland entrepreneurs take their business concept to the next level. Finalists will have a shot at winning up to $10,000 in prize money. This competition is intended to provide start-ups with the connections and capital needed to take their business to the next level.

What you'll need: 30-45 minutes to complete the application, your financials, a few photos of your product, $30 for the application fee, and some enthusiasm to make Lakeland the most vibrant market in Central Florida.

**Primary Contact Information**

1. First Name:
2. Last Name:
3. Email Address:
4. Date of Birth:
5. Phone Number:
6. Gender:

* Male
* Female
* Other

1. Ethnicity/Race

* Hispanic or Latino
* American Indian/Alaskan Native
* Asian
* Black or African American
* Native Hawiian or Other Pacific Islander
* White
* Two or More Races
* Other

1. Which, if any of these Catapult Lakeland programs have you attended?

* CO.STARTERS
* Boot Camp
* CatWalk
* Entreprenu[HER]
* Workshops
* Other (please specify):

1. How did you first hear about the Launch Program?

* Catapult Newsletter
* Social Media
* Word of Mouth
* Website
* Attending a Catapult Program
* Other (please specify):

**Business Information:**

1. Business Name:
2. How long has your business been in operation?

* 0-1 Year
* 1-3 Years
* 3-5 Years

1. What type of entity is your business

* Corporation
* Limited Liability Company
* Partnership
* Trust
* Sole Proprietorship

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

Facebook:

Instagram:

Twitter:

Website:

1. Which most closely describes the industry of your business?

* Advertising and PR
* Art Production/Retail
* Culinary/Food Production
* Education
* Entertainment
* Fashion Production/Retail
* Furniture Production/Retail
* Health and Wellness
* Logistics
* Marketing
* Photo/Film
* Services
* Other

1. Which most closely describes the stage your business is in?

* IDEA: your business is just a thought or an idea
* STARTUP: products or services are in production and you have your first customers
* GROWTH: Catapultenues 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

1. Please explain why you feel your business fits this stage.

1. Number of employees (include yourself in this number and enter "0” rather than leaving blank)

* Full-time:
* Part-time:
* Interns

1. Are you currently employed in addition to your business?

* Yes
* No

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

1. Where are you employed?
2. What is your job title?
3. Tell us the High-Concept pitch for your business (5 words or less).

**If you have taken CO.STARTERS, then the information in this section can be found on your Canvas.**

1. Please describe your **customer.** Who do you serve?
2. What is the **problem** that your customer has?
3. Please describe your competitors (or **alternatives)** that your customer has to solve the problem.
4. What is your competitive **advantage**? Why does your customer choose you over the alternatives?
5. What is the **message** that you share with your customers about your business (140 character limit)?
6. What are your business goals moving forward assuming you obtain the grant (please expound as much as possible to include: hiring plans, revenue goals, space expansion etc.)?

* 6-Month Goals:
* 1-2 Year Goals:
* 3-5 Year Goals:

1. What are the biggest challenges that your business has faced and how have you overcome them?

**Grant Information**

1. What dollar amount are you applying for (up to $10,000)?
2. What are you planning to purchase with the grant money?
3. What is the total amount needed to purchase this?
4. Please provide a line by line budget of the item(s) you would like to purchase with the grant money. (Your chances of receiving the grant increase if you show this information.)
5. When do you expect the results from this micro-grant, and how will you measure it?
6. What was the GROSS income from business in 2017? Gross income is commonly defined as a business's revenues before taking any costs, taxes or other deductions into account.

**Financial Information**

1. Please upload your projected 2019 operating budget, based on receiving the grant (PDF, Word or Excel Format).

[upload option in application]

1. Please upload your current Balance Sheet.

[upload option in application]

1. Please upload your Income Statement (Profit and Loss).

[upload option in application]

1. Please upload 1 of 2 photos or images you feel best represent your business.  
   [upload option in application]
2. Please upload 2 of 2 photos or images you feel best represent your business.

[upload option in application]

1. Please upload your business plan. \*required for students\*

**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 Catapult as we work together as well.

In working with the undersigned CLIENT, Catapult Lakeland, and its employees, agents and contractors (collectively referred to herein as “CATAPULT”), 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. CATAPULT 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. CATAPULT 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 Catapult Lakeland, 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 Catapult not generally available to the public.

“Confidential Information” means any CLIENT or CATAPULT 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 CATAPULT by CLIENT or CLIENT by CATAPULT 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 CATAPULT or CLIENT.

I have read and agree to this Client Confidentiality Agreement:

[I agree check box in application]

**You must agree to the following to be considered for a Launch Micro-Grant**

* I am NOT eligible for traditional bank lending and this grant will help me take my existing business to the next level
* I am a US citizen and 18 years of age, or older.
* I understand I cannot edit my idea after I submit it.
* I give Catapult Lakeland permission to perform a background check.
* I understand that the Launch committee reserves the right to remove any idea, at any time, for any reason and that I may not be given the opportunity to pitch at Launch Night.
* I give Launch permission to publish photos and videos of my presentation from pitch day online.
* I commit to meeting with a mentor, as needed, determined by the Launch Committee.
* I am available to pitch on the evening of March 14, 2018.
* I commit to attend any required events prior to Pitch Night, if selected as a finalist.
* I commit to pay back 25% of the grant, if awarded, to continue to help fund other entrepreneurs.

Have you ever been convicted of a felony or misdemeanor?

* Yes
* No

If yes, please explain:

Have you ever filed for bankruptcy?

* Yes
* No

If yes, please explain:

**Payment Information**

All payments are processed and secured by [Stripe](https://stripe.com/). Payments are sent to Catapult Lakeland - this survey never stores you credit card information.  
  
Note: Application fee of $30 is required for your application to be considered complete.

Submit your payment

Name on Card:

Card Number:

Expiration:

CVC:

Billing Email: