



Making It In Michigan
hosted by MICHIGAN STATE UNIVERSITY Extension MICHIGAN STATE UNIVERSITY Product Center Food • Ag • Bio
in partnership with MICHIGAN ECONOMIC DEVELOPMENT CORPORATION FARM MICHIGAN Business Connect MICHIGAN AGRICULTURE & Rural Development



Michigan Good Food Fund Pitch Competition Application Example



Below you will find the questions and information requested as part of the Making It In Michigan - Michigan Good Food Fund Pitch Competition Application for the 2023 Making It In Michigan Conference and Tradeshow on April 20, 2023 at the Lansing Center in Lansing, Michigan. If you have any questions, please contact Jamie Rahrig at rahrigj1@msu.edu.

Contact Information

* First Name

* Last Name

* Company

* Address

Addtl Address

* City

* State (only Michigan based businesses need apply)

Michigan

* Country (only U.S. (Michigan) based businesses need apply)

United States

* Zipcode

* Phone Number

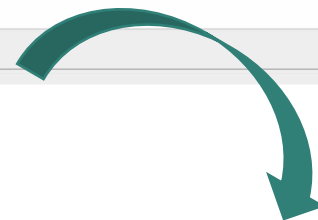
* E-mail

If you supply an e-mail address, a receipt for your registration will automatically be sent to that account. An e-mail address is required to pay using a credit card.

Company Website If applicable

Please include the leading http:// and trailing domain such as .com, .net, .org, or .edu in your URL.

Next Section Below



Business Details

Business Type

If you answered other above, please provide detailed information here.

Provide a brief overview of the business:

Where are the products or services sold?:

Please indicate the year the business was established

Enter a whole number greater than or equal to 0.

Is the business women owned?

Is the business owned by a person of color?

Annual Revenue?

Enter a whole number greater than or equal to 0.

How does the business improve the health of our communities?:

Does the business use locally sourced foods?

Yes

How does the business ensure equitable access to jobs and ownership?:

How does the business include environmentally sustainable practices, e.g., composting, no waste, packaging?:

Next Section Below



* If selected, please describe the use of the award?:

* Estimated amount of loan financing needed within 18 months?

What else would you like the judging panel to know about the business?:

* If selected as one of the top two, are you able to be in Lansing on April 20 to participate in live event?

Next Steps To Complete Application

1. Assure that you meet the mission of the [Michigan Good Food Fund](#). Not sure after reviewing the information? Email your business details to Jamie Rahrig at rahrigj1@msu.edu.
2. Review online resources and other food business pitches available to help you give an effective pitch (check out this [resource](#) from the MSU Product Center).
3. Practice, practice, practice your pitch.
4. When you are ready to go, record a 60-90 video.
5. Save your video as an MP4 ([find instructions on creating an MP4 recording here](#)).
6. Submit through your video to Jamie Rahrig at rahrigj1@msu.edu using the <https://filedepot.msu.edu/> by Sunday, March 8, 2023, 11:59 PM EST.

A judging panel of industry representatives will select two businesses to participate in the live event. Selected businesses will be notified by close of business March 21, 2023.

Those businesses are expected to:

- Meet with the Michigan Good Food Fund team on Thursday, April 14, 2023, 12:30 PM, to review the live session and a tech check.
- Present their pitch in person at Making it in Michigan in Lansing on Tuesday, April 20, 2023 from 1:45-2:30 p.m. at the Lansing Center, 333 E. Michigan Ave., Lansing, MI 48933
- 1st and 2nd place winners will be chosen live during the event.

Next

Accessibility

Michigan State University is committed to providing equal opportunity for participation in all programs, services and activities. Please indicate any accessibility requests below at least two weeks prior to the start of the event. Requests received after this date will be honored whenever possible.

Communications Settings

By registering for this event through ANR Events Management you will receive all communications related to your event to ensure you have all the information necessary to participate and pay if applicable. Please carefully read the questions below and respond appropriately. Your answers to the questions below will not affect the communications you receive associated with the event you are registering for through ANR Events Management.

* I am interested in receiving communications about other events and activities that might be of interest to me from the College of Agriculture and Natural Resources, Michigan State University Extension or AgBio Research:

By selecting 'Yes', you enable course coordinators and others throughout MSU Extension and the College of Agriculture and Natural Resources to send you information about other programs that might be of interest to you.

Next Section Below



Civil Rights Survey Information

MSU Extension programs are open to everyone. We are required, to ensure civil rights policy adherence, to report program participant race and gender data to the United States Department of Agriculture (USDA). Only aggregated information (total numbers across all programs) about race and gender are reported to the USDA. Providing the following information is **voluntary** and will be maintained strictly for reporting purposes. By answering the questions below, you help us to provide a snapshot of who participated in our program, support our commitment to providing programs to all segments of our community and help us to maintain continued funding for programs like the one you registered for today. While these questions are required, you are welcome to select "**choose not to provide**" as your response. All participant records are stored securely and kept confidential. Thank you for taking the time to provide us with this information.

For more information about MSU Extension Civil Rights commitment, please visit: https://www.canr.msu.edu/od/civil_rights_diversity_multiculturalism/

Race

Race (check all that apply): *

- ☐ American Indian or Alaskan Native
- ☐ Asian
- ☐ Black or African American
- ☐ Native Hawaiian or other Pacific islander
- ☐ White or Caucasian
- ☐ Choose not to provide

If you checked American Indian or Alaskan Native above please provide your Tribal Affiliation:

Ethnicity

Ethnicity Hispanic/Latino: *

- ☐ Hispanic/Latino
- ☐ Non-Hispanic/Non-Latino
- ☐ Choose Not To Respond

Ethnicity Middle Eastern/Arab: *

- ☐ Middle Eastern/Arab
- ☐ Not Middle Eastern/Not Arab
- ☐ Choose Not to Respond

Provide any other information about your race and ethnicity that you would like to share:

Gender / Gender Identity

* Please indicate your Gender / Gender Identity

Provide any information about your gender or gender identity that you would like to share

Additional Information

Please share anything else that is important for us to know about your identity:

Location Information

* County of residence:

* Zipcode

Correct Registration

Complete Registration