Michigan Good Food Fund Pitch Competition Application Example

MICHIGAN GOOD FOOD FUND

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 2021 Virtual "Tradeshow" Catalog that will be shared with buyers and other potential customers as part of the conference. If you have any questions please contact ANR Event Services at events@anr.msu.edu

Contact Information

* First Name

* Last Name

* Company

* Address

Addt'l Address

* City

* State

Michigan

* Country

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

Busines 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 ownedy by a person of color?

* Annual Revenue?

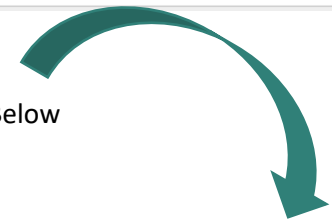
Enter a whole number greater than or equal to 0.

* How does the business increase access to healthy food?:

* Does the business use locally sourced foods?

Yes

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



Next Section Below

* How does the business include environmentally sustainable practices?:

* 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, are you available on all of the following dates? April 23 at 12:30 p.m. and April 27 from 5 - 6:30 p.m.?

Next Steps To Complete Application

- Assure that you meet the mission of the Michigan Good Food Fund
- Review online resources and other food business pitches available to help you give an effective pitch
- Practice, practice, practice your pitch
- When you are ready to go, record a 60-90 second video
- Save your video as an MP4 and submit to honkemeg@msu.edu and rahrigj1@msu.edu via MSU File Depot: https://filedepot.msu.edu/verify.php up until Thursday, April 11, 2021 at 11:59 PM EST

Two businesses will be selected to participate in the live event and receive the awards. Businesses selected will be notified by close of business Thursday, April 22. Those businesses selected to participate are expected to:

- Meet with the Making it in Michigan team on Friday, April 23, 12:30 PM, to review the live session and a tech check.
- Present their pitch live during Making it in Michigan on Tuesday, April 27, 2021, 5:00 – 6:30 PM EST. Decisions regarding 1st and 2nd place will be made live during the event.

Next

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. 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.*

* Please indicate if you are attending this program as part of your role at Michigan State University:

* Please Indicate if you are a youth or adult:

Race

Race (check all that apply): *

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

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

Ethnicity

Ethnicity (check all that apply): *

- [ ] Hispanic or Latino
- [ ] Middle Eastern or Arab American
- [ ] My ethnicity is not listed
- [ ] Choose not to provide

If your ethnicity is not listed above, please specify:

Sex and Gender

* Please indicate your sex:

* Please indicate gender or gender identity or enter 'Choose not to provide' below:

County of Residence

* County of residence:

Additional Information

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