



Tazewell County Business Plan Challenge
Application

Name of Applicant: _____ **Business Name:** _____

Address: _____

City/Town: _____ **State:** _____ **Zip code:** _____

Home phone: _____ **Cell phone:** _____

Email: _____

Challenge Applicant Contact: _____

Suggested eligible category most closely describes your for-profit business?

(Mark all that apply)

- Are you a startup business?
- Arts and Culture – emphasis on products or offerings that value handmade, authentic and distinctive characteristics of the Southwest Virginia culture
- Outdoor Recreation – emphasis on products or offerings that promote, showcase, or make use of natural assets and outdoor opportunities
- Value Added Agriculture/Agritourism – emphasis on products or offerings that use raw indigenous materials, and through production, create a product offering that has a substantially higher value, including agritourism offerings
- Restaurant and Hospitality – emphasis on services that provide meals, lodging, or other guest services that enhance the visitor and/or tourist experience
- Technology/Advanced Manufacturing/ Research and Development – emphasis on industries that use advanced technology to improve their products or services or for research and development.
- Retail – emphasis on retail services and activities that support any of the above categories
- Services – emphasis on professional services and activities that support any of the above categories
- Light Manufacturing – emphasis on businesses employing 25 or less processing, fabricating, assembly, or disassembly of items takes places wholly within an enclosed building.
- I am interested in attending the business workshops only (space limited, priority given to challenge applicants)

Business Idea Abstract:

Product or Service Description:	
Customer/Market Description:	



Size & Sales Strategy:	
#Jobs to Create & Types of Jobs	

Location of Proposed Business: _____

Have you reviewed the Challenge rules/guidelines? _____

If so and you agree to the guidelines, please sign below:

Signature

Print

Business Plans must include:

Completed business plans must be submitted in person or postmarked not later than November 24, 2020 after successful completion of Business Plan Challenge to the Tazewell County Industrial Development Authority. Business plans should not exceed 20 pages and include company overview; product or service description; market description; size and sales strategy; competition; management team; financials (Capital Start-up Needs, Cash-Flow Projection for 2 years minimum).; and capital needs. You are required to write something under each section. Entries are judged a scale from 1-10, with 10 being the highest in various categories.

- Applications must be submitted electronically no later than 5:00 p.m. on **October 6, 2020** at tazewellvchallenge@gmail.com. For additional information contact Pam Warden at 276-385-1271 or Sandy Ratliff at 276-477-3999 or Margie Douglass with the SWCC SBDC at 276-964-7345.