

STARTUP

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DOWNTOWN
FRANKLIN

GRAND PRIZE—\$20,000
RUNNER UP—\$10,000

WHO QUALIFIES?

New or expanding businesses except government agencies and non-profits

HOW DO YOU QUALIFY?

- 1) Submit an application by February 14th
- 2) Once chosen to participate you will be required to attend 7 business courses taught by business professionals. All classes are from 5:30PM to 7:30PM.

March 7th -Simple Steps for Starting a
Business Overview

March 14th -Innovation, Branding,
Competition and Leadership

March 21st -Accounting

March 28th -Finance and Credit

April 4th -Sales and Marketing

April 11th -Business Planning

April 19th —Working Session for
Business Plan (Thursday)

3) Submit a business plan by April 25th

4) Pitch your business idea on May 2nd

Winners will be announced on May 9th

The winners must be open for business in Downtown Franklin by September 30th and spend all award money by the end of December 2018

