

ABOUT THE MAKERS' MART COMPETITION



Presented annually by Southwest Michigan First, Catalyst University announces it is now accepting applications for its 4th annual Makers' Mart competition, taking place on January 25, 2018 at Wings Event Center in Kalamazoo. The winning maker of the Catalyst University Makers' Mart competition will receive \$2,500 in cash plus \$2,500 worth of legal, marketing and accounting consultations.

The Makers' Mart competition allows the community of leaders attending Catalyst University to lift up entrepreneurs. The anticipated 2,800 attendees will support these small businesses through buying their products and services during the event, ultimately boosting our region's economy.

IMPORTANT DATES

Applications for the Makers' Mart can be submitted now through **Monday, October 2, 2017 at 11:59 pm EST** at www.catalystuniversity.me/recognition/makers.

Candidates for consideration to become finalists at the event will be notified on **Wednesday, October 11, 2017**.

These candidates will be invited to the Southwest Michigan First offices on **Monday, October 23, 2017** for thirty minutes (30) of which fifteen (15) minutes are available to candidates for presentation, followed by fifteen (15) minutes allowed for Q&A in front of the Finalist Selection Panel.

Finalists will be notified by **Wednesday, October 25, 2017**.

A Finalist presentation practice session will be held on **Wednesday, January 24, 2018**.

Finalist presentations will be live on the Catalyst University stage on **Thursday, January 25, 2018**.

THE PROCESS (IN SHORT)

The Catalyst University team will select up to five (5) finalists to tell their story live on stage at the event. Finalists will get five (5) minutes and five (5) PowerPoint slides to present their company to the 2,800 expected attendees. Attendees will cast their votes onsite at Wings Event Center on the day of Catalyst University, and the winning maker will be announced live, onstage at the event!

ELIGIBILITY

Requirements for companies looking to enter the competition include:

- *Must sell an existing product or service for consumer purchase.*
- *Must be a company owned and operated in Southwest Michigan.*
- *Must have annual sales of \$500,000 or less.*
- *Must go onstage to give the live presentation (no surrogates allowed).*
- *Must be available to pitch their product on Monday, October 23, 2017 at Southwest Michigan First, 241 East Michigan Avenue, Kalamazoo, MI 49007.*
- *Must be available to attend Catalyst University practice in Kalamazoo, MI on January 24, 2018.*
- *Must be able to attend Catalyst University in Kalamazoo, MI on January 25, 2018.*
- *Must display/sell products or services at Catalyst University.*
- *Past applicants are allowed, including previous Makers' Mart finalists. Previous winners are also permitted to submit a new product for consideration.*