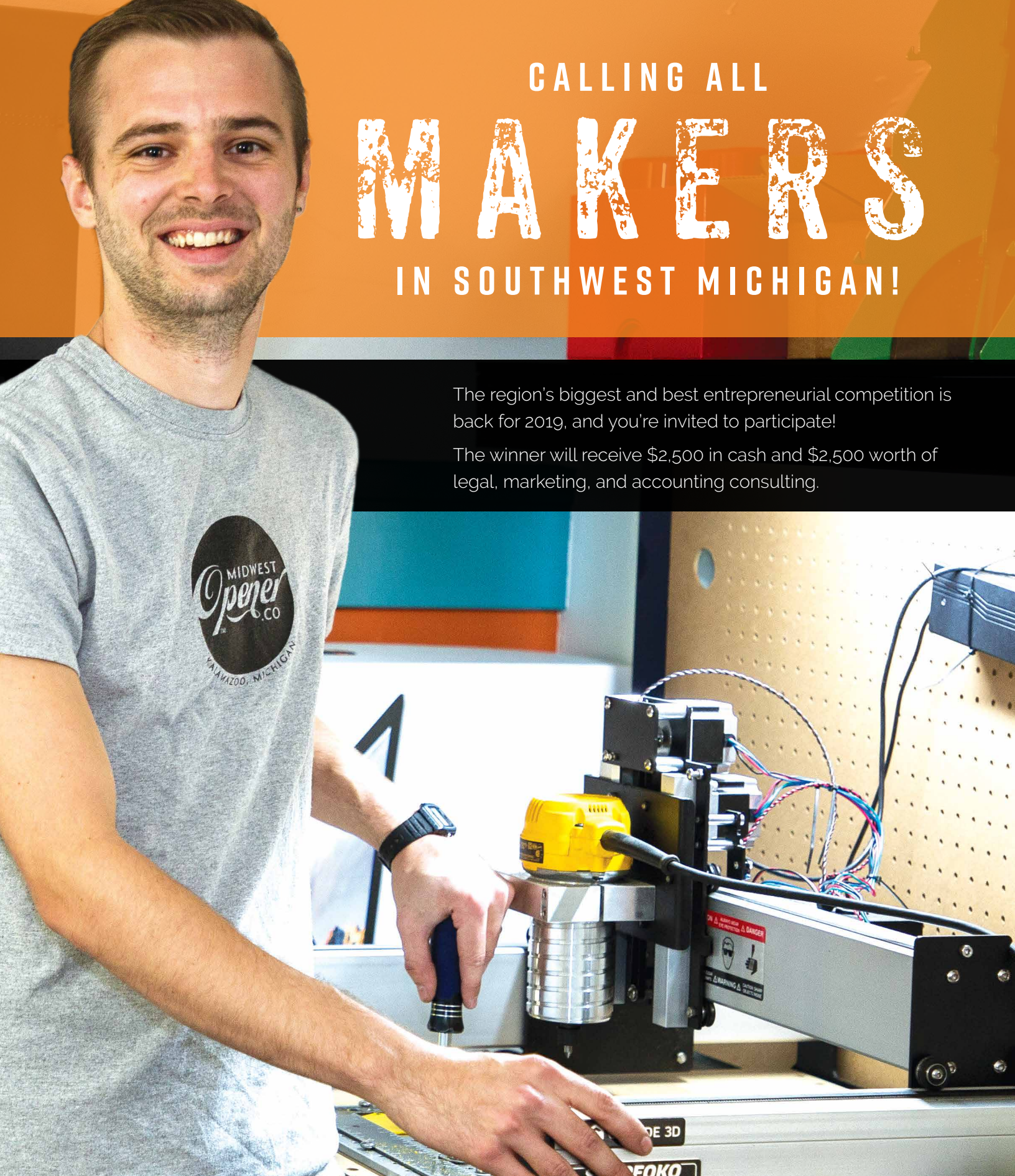


CALLING ALL MAKERS IN SOUTHWEST MICHIGAN!

The region's biggest and best entrepreneurial competition is back for 2019, and you're invited to participate!

The winner will receive \$2,500 in cash and \$2,500 worth of legal, marketing, and accounting consulting.



Makers'
MART

2018 WINNER
Daedalian Canela-Derks
of Midwest Opener Co.

TO APPLY:

catalystuniversity.me/recognition/#makersmart



Catalyst University, presented annually by Southwest Michigan First, announces that it is now accepting applications for its **5th annual Makers' Mart competition**, which will take place on **June 20, 2019** at Wings Event Center in Kalamazoo.

The winning maker 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 who attend Catalyst University to lift up entrepreneurs. The anticipated 3,000 attendees will support these small businesses by purchasing 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, February 4, 2019** at www.catalystuniversity.me/recognition/#makersmart.

Candidates for consideration to become finalists will be notified on **Monday, February 18, 2019**.

These candidates will be invited to the Southwest Michigan First offices on **Wednesday, February 27, 2019** for a thirty (30) minute meeting. Fifteen (15) minutes are available to each candidate to present, followed by fifteen (15) minutes allowed for Q+A in front of the Finalist Selection Panel. Only one maker representative is allowed at this presentation.

Finalists will be notified by **Friday, March 1, 2019**. A finalist walkthrough will be held on **Wednesday, June 19, 2019**.

Finalist must be present at Catalyst University on **Thursday, June 20, 2019** from 7:00 am to 5:00 pm.

THE PROCESS (IN SHORT)

The Catalyst University team will select up to four (4) finalists to sell their products to the 3,000 expected attendees at the live event on **June 20, 2019**.

Attendees will cast votes for their favorite maker onsite at Wings Event Center on the day of Catalyst University, and the winner will be announced live onstage at the event.

ELIGIBILITY

Requirements for companies looking to enter the competition include:

- Must sell an existing product for consumer purchase.
- Must be a company owned and operated in Southwest Michigan.
- Must have annual sales of \$500,000 or less.
- Must be available to pitch their product on **Wednesday, February 27, 2019** at Southwest Michigan First: *261 East Kalamazoo Avenue, Suite 200, Kalamazoo, MI 49007*.
- Must permit the Catalyst University team to market them without interference.
- Must be available to attend Catalyst University practice in Kalamazoo, MI on **June 19, 2019**.
- Must be able to attend Catalyst University in Kalamazoo, MI on **June 20, 2019**.
- Must display/sell products or services at Catalyst University. The maker is allowed one additional individual for customer service support.
- Past applicants are allowed to enter, including previous Makers' Mart finalists. Previous winners are permitted to submit a new product for consideration.
- Must graciously accept the final winner as determined by voters at Catalyst University.

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