

Key 2025 Dates:

- April 1 – Business Concept Application opens
- May 30 – Business Concept Application submission deadline
- July – Finalists Announced
- August - September (dates TBD) – Pre-Entrepreneur Camp Training
 - Business Model Canvas
 - Financial Projections
 - Customer Discovery
- September 29 - October 2 – Entrepreneur Camp in Anchorage (plus a travel day on either end)
- December 10 – Final Business Plan submission deadline
- February 2026, (date TBD) – Winners announced

Competition Details

The Alaska Marketplace Business Plan Competition consists of three phases:

Phase 1 – Business Concept – Present Your Exciting Business Idea!

DUE MAY 30, 2025

The Business Concept Application opens on March 10, 2025, and can be found via a fillable online form linked on the AM/BBM/NSM landing page. All interested entrepreneurs must **electronically submit their Business Concepts by 5:00pm, on May 30, 2025**. Email AGC's Community Development Associate, Madi Hanneman, at mhanneman@alaskagrowth.com if you need assistance. No late submissions will be accepted.

Business Concepts allow participants to present a brief overview of their business, including:

1. A description of the products or services offered
2. The problem/need/opportunity addressed by the business
3. Sustainability of business
4. The community engagement and impact
5. The overall management capacity

AGC requires all business owners to complete a Personal Disclosure and Financial Statement section of the Business Concept Application – authorizing the Company to complete a background and credit check as well as understand applicants' personal financial capacity. This information is not used to disqualify applicant but helps us understand program applicants and gauge whether applicant may benefit from additional support and services.

Business Concepts are scored based on the following criteria:

1. Product or service described is feasible or realistic and achievable in the

- region/Alaska.
2. The product or service addresses a problem, need, or opportunity within the region/Alaska.
 3. The product or service has a unique competitive advantage that ensures business sustainability.
 4. The business promotes greater economic opportunities for the region/Alaska.
 5. Applicant demonstrates their professional and life experiences (and that of their teams, if applicable) that will help them successfully manage the business.

AGC's Community Development Associate will review all applications to ensure completeness and eligibility. All entries that pass initial screening will be reviewed by a 5 person review committee.

Phase 2 – Entrepreneur Camp – Listen, Learn, Network, Start up!

August - September

AGC will extend an invitation to up to 8 Business Concept applicant finalists to advance to phase 2 of the competition. Prior to joining Entrepreneur Camp, finalists will be required to attend two out of three pre-Entrepreneur Camp trainings. Training dates will be established by mid-June.

September 29 - October 2, 2025

AGC will hold Entrepreneur Camp on September 29 - October 2, 2025 (with a travel day before and a travel day after: September 28 & October 3) in Anchorage. During this time, participants will engage in a focused training on the fundamentals of starting a business, network with other small businesses and leaders from across the state and learn the key elements of developing a business plan.

This fun, interactive week offers extensive resources and networking opportunities to support new businesses from idea to execution. AGC will cover travel, accommodation, and food associated with the week for participants.

Phase 3 – Business Plan – Detail All Aspects of Your Business Strategy

DUE December 10, 2025

Full participation in Entrepreneur Camp is required for advancement to the final phases of the Competition. Finalists must submit a comprehensive business plan to be considered for a final award. Post-Entrepreneur Camp, AGC's Community Development Associate, as well as business coaches from Spruce Root will be available to provide additional assistance as applicants refine business ideas and develop their formal ASM/BBM/NSM Business Plan.

Specific expectations and instructions will be supplied to finalists during Entrepreneur Camp.

All Business Plans will be reviewed by a 3-5 person review committee.

Final Business Plans including all required accompanying material must be electronically submitted (emailed) to AGC's Community Development Associate, Madi Hanneman mhanneman@alaskagrowth.com by 5:00 pm on December 10, 2025. No late submissions

will be accepted.

Phase 4 – Award Recognition and Disbursement of Funds

FEBRUARY, 2026

Finalists will be notified via phone/email of their advancement in the competition. Two ASM/BBM/NSM winners will receive an award of up to \$25,000 in startup capital to develop their business ventures. One of the two awards will be reserved for a finalist residing in a rural community.