



Alaska Marketplace Business Plan Competition

Aleut Shareholder Marketplace

Bristol Bay Marketplace

North Slope Marketplace

General Rules and Regulations

Introduction & Overview

The Alaska Marketplace Business Plan Competition is designed to empower Indigenous entrepreneurs by providing financial and technical support to shareholder networks of the Aleut Corporation, Bristol Bay Native Corporation, and Arctic Slope Regional Corporation. Originally launched in 2009 as the North Slope Marketplace to support ASRC Shareholders, the program has since expanded to include the Aleut Shareholder Marketplace and the Bristol Bay Marketplace. These competitions foster business innovation, sustainability, and regional economic growth by equipping participants with essential training, mentorship, and funding opportunities. By participating, entrepreneurs gain access to critical resources that help expand existing businesses or transform business ideas into successful ventures while addressing local economic needs.

The Alaska Marketplace Business Plan Competition is open to the shareholder networks of The Aleut Corporation, Bristol Bay Native Corporation, and Arctic Slope Regional Corporation.

Individuals affiliated with these regional corporations are eligible to apply. The Competition places emphasis on serving shareholders in region, followed by shareholders residing in rural/off the road communities across Alaska. All shareholder participants must be residents of the State of Alaska and 18+ years of age.

The competitions also encourage business ideas, start-ups, and expansions that align with local needs and demonstrate innovation, sustainability, and social responsibility.

Entries can include new business startups, diversification of existing businesses, or extensions of current business activities. Participants must comply with the rules and regulations outlined below to remain eligible throughout the competition phases.

Eligibility Criteria

- **Residency:** All applicants must be residents of Alaska to enter the competition. Additional points will be awarded during the final submission process if applicants reside in communities of their respective regions (Bristol Bay, Aleutians, or North Slope).
- **Age:** All applicants must be 18 years of age or older.
- **Independent Thinking:** All business ideas must represent unique, independent concepts. No entries related to pyramid sales, private clubs, gambling entities, or religious institutions will be accepted.
- **Regional Impact:** The business must demonstrate a positive social impact, contribute to community well-being, and utilize sustainable practices.
- **Exclusions:** Awards may not be used to refinance existing loans, pay personal debts, or cover operational expenses such as payroll or rent.

Application Process

Round 1: Business Concept Submission

- **Applicant Authorization:** By submitting an application to the Alaska Marketplace, applicants authorize Alaska Growth Capital to conduct a comprehensive background check and credit check. This authorization includes, but is not limited to, verification of financial history, creditworthiness, and any relevant background information necessary for participation in the program.
- **Submission Limit:** Each individual or entity may submit one business concept per competition cycle.
- **Format:** Applicants must submit a completed Business Concept Application via a fillable online form (JotForm). Late or incomplete applications will not be accepted.
- **Judging:** Applications will be reviewed by a regional committee to select finalists based on innovation, feasibility, and alignment with community values.
- **Advancement:** Up to 8 finalists per competition will be selected to proceed to the next round.

Round 2: Business Plan Development

- **Entrepreneur Camp Attendance:** Finalists are required to attend an Entrepreneur Camp. Travel, meals, and lodging are covered. The camp provides training, mentorship, and resources for developing business plans.
- **Submission Requirements:**
 - Plans must include a financial model and an itemized list of expenses for award use.



- Submissions should not exceed 30 pages (excluding financials) and must be in PDF format.
- All materials must be submitted by the designated deadline.
- **Judging:** Plans are evaluated by an independent panel of judges. Up to two winners per competition are selected, with at least one winner from rural areas.

Awards and Funding

- **Award Amount:** Winners receive up to \$20,000 in startup capital, issued directly to vendors or service providers for preapproved expenses.
- **Usage Restrictions:** Funds must be used for capacity-building or growth-related expenses and cannot be allocated for immediate operational costs or debt repayment.
- **Accountability:** Winners must submit a Program Evaluation Report within 12 months, detailing revenues and job creation metrics. Additional financial disclosures may be requested.

Confidentiality and Publicity

- **Confidentiality:** While organizers and judges adhere to ethical guidelines to protect sensitive information, no non-disclosure agreements will be signed.
- **Publicity:** By entering the competition, participants grant permission to use their names, business descriptions, and photographs for promotional purposes.

Disclaimers and Liability

- **Disqualification:** Organizers reserve the right to disqualify participants for non-compliance, plagiarism, or misconduct.
- **Limitations of Liability:** Organizers are not liable for any claims or losses resulting from participation in the competition.
- **Changes to Rules:** Rules and competition structure are subject to change at the discretion of the organizers.

Regional Specifics

While the rules and structure of the Alaska Marketplace competitions are consistent, regional nuances may apply to eligibility and judging criteria to reflect the unique needs of each community. These specifics will be communicated to participants during the application process.



By participating in the Alaska Marketplace Business Competitions, entrants agree to abide by these rules and regulations.

