

Shark Tank-Like Business Competition Open to MSCD with \$28,000 up For Grabs

Main Street Iowa and the Iowa Economic Development Authority are excited to announce a new program to help business development efforts in Iowa's Main Street districts around the state! The OPEN 4 BUSINESS competition is a chance for you to grow your business idea in your local Main Street district. Think Shark Tank – Main Street style! Here's how it works:

- Business must be a for-profit business. Business should fill a gap for goods or services that currently exists within the local Main Street district.
- Business will be required to complete a paper entry form and make a 15 minute “sales pitch” about their business to a panel of judges. Sales pitch may include a PowerPoint presentation, samples, and props if desired. Be creative and have fun!
- Interested MSCD businesses can apply using the application attached below and turning it in to the MSCD Executive Director – Cindy Hicks at 304 Main Street or by emailing it to director@amesdowntown.org.
- One local business will be selected to represent Ames at the Regional level.
- Regional pitches will be held June 22-25, 2015 in five Main Street districts across the state.
- Each community will be assigned a regional site to attend. Regional pitches are closed to the general public. State pitches will be open to the public.
- Regional winners each receive \$8,000 and advance to the state competition.
- Regional winners will be assigned a coach to help them prepare for the state contest.
- Statewide contest pitches will be August 26, 2015 – Wednesday evening prior to the Downtown Summit in Historic Valley Junction, West Des Moines.
- State winner receives an additional \$20,000!

The contest is designed to help provide financial and technical support for businesses that improve Iowa's Main Street districts. Your local Main Street office can provide additional information and resources to assist you in completing your entry form. Sustainable businesses that will grow and thrive within the Main Street districts across the state are the desired outcome!

Not sure where to start with your business pitch? Check out the resources below!

[Contest Rules](#)

[Business Pitch Tips](#)

[Judges Scoring Criteria](#)

[Entry Form](#)