

Your LaunchPad Application

Here, you can work on, revise, save and submit your LaunchPad application. Save a draft and return to finish it later—as many times as you need. Just remember to click “Save Progress” before closing your browser. As always, however, we encourage you to also save a text document (Word, Google doc, etc.) as a backup, just in case.

Once you’ve completed your application, click “Apply Now” and that’s it. You’re off to the races. You’ll receive a confirmation email with a copy of your submitted application. Good luck!

Please note: you must agree to the [Official Rules](#) in order to participate in LaunchPad. Only one entry per individual or business. LaunchPad is only open to legally registered Maine-based businesses and/or businesses with their primary operations in Maine. Changes cannot be made to your application once you submit.

Fields marked with an * are required.

First Name*

Last Name*

If applying as part of an ownership team, list the name(s) of your co-owner(s):

Legal Business Name*
DBA Name, if applicable

Business Website

Be sure to enter “http://” before your website URL. No spaces, please.

Judges will look for and review your website to gain a better understanding of your business.

Company Social Channels

Platform: Facebook, Instagram, Twitter, YouTube, Other

For each applicable social channel, list your company’s profile URL that includes “http://”

Email*

Mailing Address*

City*

State*

Zip Code*

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Work Phone Number*

Please include area code.

Cell Phone Number

Please include area code.

1. How did you hear about LaunchPad?*

- | | | |
|-----------------------------|--|--------------------------|
| • Branch | • MCB Employee (Provide employee name) | • Nexus Maine |
| • Email | • MCB Website | • Online Ad |
| • Entrepreneur Organization | • Instagram | • Portland Press Herald |
| • Facebook | • LinkedIn | • Radio |
| • Friend | • Mainebiz | • Other (please specify) |
| • Google search | | |

2. Have you applied to LaunchPad before?* Yes/No

If yes, which year(s)?* 2024, 2023, 2022, 2021, 2019, 2018, 2017, 2016, 2015, 2014, 2013

How has your business grown since you last applied?*[1200 characters]

Remember to make your application stronger, be sure to validate any statements or claims with financial information. Spaces are counted as characters.

If you're new to LaunchPad, how has your business grown over the last 2-3 years (or since you've been in business)?*[1200 characters]

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3. Is your business a subsidiary of another company?* Yes/No

If so, which company?*

4. How would you classify your business?* (select one)

- **Countdown:** You are at the pre-revenue, product/service development stage
- **Ignition:** You have recently entered the revenue generating stage
- **Launch:** Your business income is consistently covering normal business expenses

5. If applicable, please share your total approximate revenue, excluding any grants, for the past 12 months. If possible, please break it down roughly by quarter.

This will simply help us better understand your company's trajectory.

6. In which industry does your business operate?*

- Art
- Agriculture
- Aquaculture
- Education
- Entertainment
- Fashion & Beauty
- Food & Beverage
- Health & Wellness
- Manufacturing
- Professional Services
- Sports & Recreation
- Technology
- Tourism
- Other (please specify)

7. If applicable, how many full-time employees do you have, including yourself?

- 1-5 employees
- 6-10 employees
- 11-20 employees
- 21-50 employees
- 51-100 employees
- More than 100 employees

8. How long have you been in business?

- Less than a year
- 1-2 years
- 3-4 years
- 5+years
- Other (please specify)

9. Write a clear and concise elevator pitch describing your business and its value proposition (in 150 characters or less)* [150 characters]

Spaces are counted as characters. An elevator pitch is a succinct and persuasive sales pitch that should be compelling enough to spark the reader's interest in who you are and what you do.

10. Describe the product or service you offer in detail* [1200 characters]

What exactly do you do? How does your business fill a need or solve a problem?

11. Describe your "ah-ha" moment for your business idea* [1200 characters]

12. Introduce yourself and describe your business and competitive advantage through either a 1-minute video or 1500 characters*

We strongly encourage submitting a video, even an iPhone video gives judges valuable insight into you and your business.

Remember to make your application stronger, be sure to validate any statements or claims with financial information. [1500 characters] (Copy and paste a link to the video on your YouTube or Vimeo page).

13. Who and where are your ideal customers?* [1200 characters]

Describe each of the following criteria in 1200 characters or less*

14. Describe the viability and sustainability of your business model.

Tell us why your business has staying power—how it will thrive in the market for years to come.

15. Describe the scalability of your business (its ability to adapt to increased demand).

Demonstrate how you've prepared to handle increased demand and/or share your roadmap for driving growth.

16. Describe how your business is unique: what makes it stand out? How has it disrupted the market / how is it innovative?

Tell us how your business is doing something different from the competition—whether through cutting-edge operations, a groundbreaking new product or service, or even something else!

17. Describe the strength of your business' management and support team.

Explain how the team you've assembled has what it takes to lead and grow the business.

18. Describe the impact your business seeks to have on the community, job creation, and Maine's economy.

How is your business going to make Maine an even better place to live and work.

19. Specifically, how will you use the \$50,000 to fund the growth of your business and what impact would the grant have on your business?* [1200 characters]

20. Have you received (or do you have pending) additional funding from other sources?* Yes/No

Please list the funding source, amount, and date received.*

You may include up to three (3) photos to support your application:

Acceptable file types: jpg, jpeg, png - Max 2 MB

Please upload your logo, if you have one:

This will be used in event marketing materials and on Maine Community Bank's website if you are selected as a finalist.

Acceptable file types: jpg, jpeg, png - Max 3MB

(Optional) You may include a promotional video, if you have one:

Copy and paste a link to the video on your YouTube or Vimeo page.

(Optional) You may upload a 5-10 slide pitch deck, if you have one:

This is optional, supplementary material. Acceptable file types: ppt, pdf - Max 20 MB

I certify the following:*

- ☐ I am a legal resident of the U.S. and the State of Maine and I am 18 years or older.
- ☐ My business is legally registered in the State of Maine and/or its primary operations are in Maine.
- ☐ My submission is based entirely on my (or in the case of a team effort, my team's) original creation and to my knowledge does not infringe upon or violate any laws or any rights of third parties.
- ☐ I have read, understand and agree to the LaunchPad [Official Rules](#)
- ☐ I have read, understand and agree to the [Affidavit of Eligibility](#)
- ☐ I understand that once I hit APPLY NOW, I will no longer be able to edit my application.