

**Scale Up North Awards 2022 - Application Questions**

**\*\*\*PLEASE NOTE\*\*\* This document is intended to serve as a guide only as you prepare to complete the online application for Scale Up North Awards 2022. To formally submit your application you must complete your application online via Traverse Connect’s website. Go to** [**www.traverseconnect.com/sun**](http://www.traverseconnect.com/sun) **and follow the links to ‘Apply’.**

The online application takes about 30 minutes to complete and will ask for the following information:

Questions marked with an asterisk are required.

If you need help with completing the application, please contact: camille.hoisington@traverseconnect.com

* What is your name?
* What is your email?
* What is the name of your business (d.b.a.)?

*Please list the name of your business as you would like to see it displayed publicly*

* Please list the name, title, and percentage of ownership of your business's owner(s):

*List up to 4 primary business owners in this format: e.g. Laurie Bream, Principal, 51%*

Next, we're going to ask you to designate a company representative who will be the primary participant and point of contact in the Scale Up North Awards. (It can be you if you like!)

* Name of Company Representative:

*Your business must designate one Executive-level representative who will be the main point of contact and who will be available to present at the two public-facing events (SUN Showcase on Feb 27th and SUN Finals on Mar 18th). Their name will be used for marketing and publicity purposes.*

*Remember this can be you!*

* Company Representative Position:
* Company Representative Email:
* Company Representative Phone:

*Please list direct line or cel*l.

We need to collect some basic information about your business's primary location.

* Street address:
* City:
* County:

*Please note that to qualify for Scale Up North Awards your business must be headquartered in one Traverse Connect's five-county service areas (Grand Traverse, Kalkaska, Antrim, Leelanau and Benzie counties).*

* ZIP:
* What is your company website?

**Your Business Social Channels**

*We would like to connect to your business's social media for use in marketing and publicity. If you do not use the social media channel being asked about please leave the question blank, or enter 'n/a'.*

* Facebook page name or link to page:
* Twitter Handle:
* Instagram Handle:
* LinkedIn page name or link to page:
* What industry best describes your business?

*e.g. retail, healthcare, film/TV, advertising*

* What is your main product or service?

*e.g. graphic design, SaaS, manufactured goods, professional service*

* Describe your company in 50 words or less (i.e. give us your elevator pitch):

*Note that this description will be used for Scale Up North marketing purposes and may be displayed publicly.*

* Tell us the story of business in 300 words or less.

*You can mention things like: What motivated you to start your business? How did you arrive at where you are today? Where do you see your business in 2-3 years from now, and, how do you propose to get there?*

* Describe your proudest moment as a business during 2021.
* Is your company a minority or woman-owned business?

*Select 'yes' if your company is 51% or more minority or woman-owned.*

* Tell us a bit about your company culture and employee relations. In the list below select all of the benefits that your business offers:

*Note that if you are selected to proceed to the round of Top 10 Finalists you will be asked to discuss this topic on a more in-depth level.*

* Health Insurance
* Dental and/or vision coverage
* Life Insurance
* Retirement plan w/ matching employer contribution
* Paid time off
* Paid parental leave policy
* Flexible work schedule/Remote work option
* Professional Development training opportunities
* Internship or apprenticeship program
* Commitment to sustainable/eco-friendly business practices
* None of the above
* As of February 1st 2022, how many years has your business been in operation?

*This helps us determine which award category your business is applying for.*

*- The Emerging Business category focuses on businesses in operation less than 5 years.*

*- The Scaling Business Award category focuses on businesses in operation for 5 years or more.*

*\*Note also that if you are applying for the Emerging Business category (which focuses on businesses in operation less than 5 years) you will need to confirm that you have a working prototype, a Minimum Viable Product, some traction and/or at least one paying customer. You can write 'yes', 'no', or describe why you qualify for this category.*

**Next, we need to know a bit more about your revenue history.**

*Note that applicants advancing to the Top 10 Finalists may be asked to submit additional financial information including actual figures for 2021, 2020, and 2019. All financial information will be kept confidential amongst the judges and WILL NOT be shared.*

* What was your business' total revenue in 2021?

* What was your business' total revenue in 2020?

*If your business did not yet exist in this year you can type n/a. Note that this may apply to Emerging Business category only.*

* What was your business' total revenue in 2019?

**Tell us about your employees.**

* What is your total current number of employees?

*Note that Scale Up North Awards require that you currently have at least 3 full-time employees.*

* How many are full-time employees?

*Do not include independent contractors in your count.*

* Please upload your company logo in a high resolution, vector file format, such as .png

*Please note your logo will be used for Scale Up North marketing purposes and may be displayed publicly.*

* Please link to any company video you would like to share.
* Is there anything else you would like to add?
* Participation Agreement. You must read the Agreement and acknowledge that you have done so:

*I have reviewed the application, and to the best of my knowledge, the information provided in this application is true and no significant information has been omitted. I acknowledge I am over 18 years of age and am authorized to act on behalf of the company. I understand that the information in this application will be made available for review by a panel of judges. I acknowledge that my company logo and company description may be used for Scale Up North Awards marketing purposes. I acknowledge that my company may be featured in photos and video content relating to Scale Up North Awards. I acknowledge that Traverse Connect and the panel of judges may conduct due diligence to determine the company's eligibility for the award. If selected as an award recipient, I agree that Traverse Connect may use the company name, and other information to promote the company and the awards program, including, but not limited to, publications profiling award applicants and the award recipient.*

You will then be asked to submit your application!