

<u>Hatch 2023 Application Questions</u>	<u>Field Type</u>
I confirm that I have read and agree to the official contest rules.	yes/no
How did you learn about Hatch Detroit? [Check all that apply]	multiple choice
Primary Contact's First/Last Name	text
Primary Contact's Email Address	email
Primary Contact's Phone Number	phone
Is the Primary Contact a resident of one of these cities - Detroit, Highland Park, or Hamtramck?	yes/no
Company Name	text
Type of Business	choice
Please describe your "Other" type of business	text
Primary Contact's Role in the Company	text
Please describe the Primary Contact's role in the company.	text
Describe your business (in 75 words or less)	text
Who is your target audience and why?	text
Preferred Neighborhood	multiple choice
Why would you like to open your business in this location?	text
Do you have a space identified in this location?	yes/no
Address of identified space:	address
What is the Primary Contact's role in the business? What experience do they bring to this role?	text
What is your why? Why do you do what you do? Why are you providing the product/service you are providing?	text
Describe what steps you've already taken to establish your business so far:	text
How many owners does the business have? We define owners as individuals who own more than 20% of your business.	choice
Additional Business Owner Information - Please complete for every additional business owner.	
First/Last Name	text
Email	email
Phone	phone
Role in company	text
Please describe this owner's role in the company	text
What direct experience has this person had that relates to their role in this business?	text
Is this owner a resident of Detroit, Highland Park, or Hamtramck?	yes/no
What are this owner's pronouns?	multiple choice
What is this owner's preferred language?	text
What is your business vision and why will it succeed in Detroit, Highland Park, or Hamtramck? How will your business be unique and welcoming to its customers?	text
How will you engage and support the community in which you do business?	text
What will you do to be a community partner?	text
What are your proposed hours of operation?	text
Where do you see your business in five years? What are your big-picture future vision?	text

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What is your plan for the \$100,000 prize? Please give a breakdown of how the funds will be allocated and when they planned to be used (e.g. Architecture Plans, March 2024)	text
What is your estimated total budget to open? This should include estimated buildout cost	number
What is the total amount of money you have secured for your business? This includes monies raised from loans, crowdfunding, gifts:	number
What investments have you made in the business? What is your personal contribution to the business? This can be financial, sweat equity, expertise, etc. Please include everything past and planned:	text
Are you planning to buy or lease your space? Or are you unsure?	choice
How many square feet of retail space do you need for your concept to be successful?	choice
Why?	text
Is there anything we missed? Do you have anything else to say about your company that may entice the voters? Use this space to add any information you feel we need to know to fully understand your business:	text
Everyone benefits from the resources and support that TechTown offers and the Hatch network provides, not just the contest semifinalist and winners. How can we support you and how can you support your peers in the ecosystem?	text
Have you worked with any other local business support organizations?	multiple choice
If your business has any of the following, please include URL below:	
Website URL:	URL
Facebook URL:	URL
Twitter URL:	URL
Instagram Name:	URL
Business YouTube URL:	URL
Business TikTok Account:	URL
Other Sites Used For Business Promotion:	URL
What is the Primary Contact's age range?	choice
How would Primary Contact describe themselves?	multiple choice
What are the Primary Contact's pronouns?	multiple choice
What is the Primary Contact's preferred language?	text

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Please download this budget form, complete it, save the changes and title it with your business name and 'budget', and re-upload it into the field below. Please do not alter the spreadsheet template or add/remove any line items.

upload

Any other upload files you'd like to share to showcase your business?

Formal Business Plan:

upload

Upload a PDF, JPEG, or PNG file:

upload

Upload a second PDF, JPEG, or PNG file:

upload

Upload a third PDF, JPEG, or PNG file:

upload

Engage the world and encourage everyone to vote by having fun and adding something creative to your submission. Paint us a picture, shoot a video, or show us something else that represents your idea, and your love and passion for Detroit!

Paste the URL to your video, uploaded on YouTube:

URL