

BOWMAN COUNTY
BUSINESS
CHALLENGE
BUILD YOUR BUSINESS

Name of group or individual _____

Phone number _____

Email _____

Mailing address _____

Physical address (if different than mailing) _____

Company Name _____

Is your business currently operating: Yes No

Have you secured any funding towards this project? (Such as potential loan or personal cash/assets):
 Yes No

If yes, please explain: _____

Explain your business in 50 words or less: _____

How will your business benefit Bowman County? _____

Define your target market and explain why Bowman County is a favorable location for your business. (Who are you primarily focused on selling your product to? Are you business to business or business to consumer? What does this group have in common such as demographics and characteristics? Why is Bowman County ideal for reaching your target market?): _____

What products and/or services will your business provide? _____

How does your business stand out from other businesses like it? (In an era where consumers have so many means to outside markets, what makes your business stand out from its competitors? Why will people gravitate toward your business instead of turning to online retailers?) _____

How do you plan to make a profit? (Explain your revenue streams compared to the costs of your business – fixed costs, variable costs, startup costs, etc.) _____

What is your action plan and timeline for having your business or business expansion up and running by December 2023? _____

Attach a one page executive summary of your business plan including:

- What is the business
- What opportunity are you pursuing
- Target Market
- Financials
- Management Team
- What location are you looking at for operation