



# Gas Tank 2017 Participant Application

The PowerLily “Gas Tank” program gives PowerLily members an opportunity to present their business plan for a new powersports-related innovation, product or service live in front of influential industry business leaders at AIMExpo 2017 in Columbus, Ohio. Gas Tank applicants will be paired with a powersports industry mentor in order to prepare or further develop their business plan and presentation. Participants will gain insight, feedback, visibility and industry connections.

## Key Milestones

- On or before February 28, 2017, Gas Tank 2017 applications are due.
- Once applications are received, MIC matches applicant with industry mentor.
- On or before June 30, 2017, Gas Tank 2017 business plans are due.
- On or before July 14, 2017 the Gas Tank Panel will select up to five finalists who will present their business plans to powersports industry leaders at AIMExpo 2017.

## Rules/Eligibility

- Applicant must be a PowerLily member. PowerLily is open to all professional women who work in powersports, or are interested in working in the powersports industry. Women can join PowerLily by request via the LinkedIn group PowerLily.
- Gas Tank is open to both individuals and group entrants. Company/Groups must be at least 51% female owned/controlled.
- Applications including “elevator pitch” video must be received by February 28, 2017.
- Finalists must be able to appear in person on September 21, 2017 in Columbus, Ohio to present their business plans.
- Business presentations will be evaluated based on numerous factors including but not limited to monetary growth-potential, overall strategic plan, strategic partners, scalability, innovation, impact and viability and other criteria as determined by the Panel.
- First place, second place and third place will be announced at AIMExpo.
- Finalists prize package includes booth space at AIMExpo 2017, travel and lodging expenses at AIMExpo and access to powersports media.

## Application:

Name(s): \_\_\_\_\_

Business name: \_\_\_\_\_ Business Website: \_\_\_\_\_

Address: \_\_\_\_\_ City/State/Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

Occupation/Employment: \_\_\_\_\_

Educational Background: \_\_\_\_\_

Experience/Interest in Powersports Industry: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

**Define your business, product or service and its value proposition in 250 words or less.**

What does it do? What problem does it solve? How does it stand out?

Why would the industry buy your new product or service?

Why is this product or service important to you?

What stage is your company in? (Idea/concept, start-up, early-revenue, revenue/growth, expansion, etc.).

Date launched? Audiences reached?

What attempts have you made to build this business? What have been the results so far?

What are your biggest hurdles?

Have you received any awards or accolades related to this endeavor?

Why do you want to present your business plan to industry VIPs?

What do you expect from your assigned mentor?

**Required video:** In addition to answering the above questions, applicants are required to submit a brief (no more than 2 minutes) “elevator pitch” video for your product or service. Videos do not need to be professionally produced. Use the video to add your personality and passion for your product or service. Suggestions: Grab your audience’s attention. Be concise. Be persuasive. Have a story. Do your research. Always be truthful.

**Send completed PDF applications to PowerLily at [carnold@mic.org](mailto:carnold@mic.org)**

**Please post your completed video to YouTube, Vimeo, Dropbox, etc. and send a link to [carnold@mic.org](mailto:carnold@mic.org)**

If you have questions about the Gas Tank application process, please contact PowerLily at [carnold@mic.org](mailto:carnold@mic.org). Good luck!