

LEDBURY

The Ledbury Launch Fund

Applicant Information

Here are a few tips from us on how to submit a strong application. We're rooting for you.

Background

Ledbury was founded thanks to the financial support of friends and advice from trusted mentors – despite it being the height of the recession. Four years later, our company is steadily growing, and we are in a position to help make another entrepreneur's dream come true. Over the next two months, we will identify a deserving entrepreneur with an intriguing and strategic business plan for a consumer goods company and offer him/her \$25,000 in seed money as well as regular mentoring from our co-founders Paul Tribble & Paul Watson through the first year of the business.

Application

Before You Apply

Review all of the materials available on ledbury.com/launch including this document, the video of our founders and the FAQs section to familiarize yourself with the program

- Read the application thoroughly to verify you have the necessary information to complete it. We designed the application to require advance significant planning and thought on your company. If you know your business plan, it should be easy to complete.
- Make sure that you and your idea meet the requirements below:
- **Entry Requirements**
Companies must be in the consumer packaged goods industry
Companies from the idea phase to operating and pre-institutional funding are welcome to enter the competition.
Entrepreneurs must share our core values of craftsmanship and quality
- **Availability Requirements**
To be named a finalist and to be eligible to win our grand prize, entrants must be available between May 29 and June 6, 2014, to help us prepare materials to support the voting process. We won't need all of that time of course, but in that window of time, you should be prepared to either make a trip to Richmond or for our video crew to come to you. Don't worry, we only need your time; all travel expenses will be covered by Ledbury.

Time to Apply

- To apply, simply complete the application available at ledbury.com/launch, including both a written portion and a video submission. The application will be focused on you, your business and your team.
- The video. This is your time to show off. Tell us who you are, why you're passionate about this business idea, what makes it a viable plan, and why it deserves support. Note that submitted videos should be a maximum of 3 minutes in length.
- We will be accepting application until May 25, 2014, at 11:59pm EST.

After You Apply

Take some time to relax! We will be reviewing applications on a rolling basis and will be in contact if we need any additional information prior to notifying our finalists the week of May 26, 2014.



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Our Selection Process

Our panel of judges will include Paul Tribble (Ledbury, CEO/Co-founder), Paul Watson (Ledbury, COO/Co-founder), Willie Geist (anchor, TODAY and Morning Joe) and Richard Coughlan (dean, Robins School of Business, University of Richmond). All applications will be judged equally on the following criteria:

- **Quality:** How thoroughly has the idea been presented? Was the entry well-written and well-explained?
- **Originality:** The idea is somewhat unique in its structure and approach to market. What niche does this business fill?
- **Impact:** What impact does this business have on target customer?
- **Scalability:** Reasonable objectives for launching business and generating revenue in the upcoming year with strong plan for growth
- **Feasibility:** Technical feasibility of product/service, if applicable; must prove that technology is executable
- **Passion & Personality:** What is your personal passion for this project and how does that shine through?

Voting

Finalist Package Development

To help voters learn about the finalists, Ledbury will work with each finalist to create a full package including interview, video and images to be hosted on ledbury.com/launch. Our team will create a short video, take photography, write a story on the idea and get to know each finalist. To prepare this package, we will either come to you or cover your expenses to visit us in Richmond. This will depend on the location of our finalists as well as our overall timeline and will be determined closer to the date. These activities will take place between May 29-June 6, 2014.

Voting Process

Voting will be open to the public June 16-23, 2014. During this time, each of our three finalists will be featured on the Ledbury Launch Fund webpage as well as Ledbury email communication. We will encourage our customers and friends to vote, and we would encourage finalists to share and promote the vote with their networks. We would be happy to provide finalists with a quick tutorial on social media sharing, etc., as needed.

Winner Selection

The winner of The Ledbury Launch Fund will be determined by the popular vote. The winner will be notified on June 24 and made public on June 27, 2014.

Prize

The winner of the Ledbury Launch Fund will receive \$25,000 seed money to help grow their consumer goods company. These funds are not in exchange for equity ownership, but rather a donation toward a deserving entrepreneur. Paul Tribble and Paul Watson, co-founders of Ledbury, will also mentor the winner for a year.

Our friends at Refersal will offer 2 free digital customer acquisition and brand awareness campaigns, which includes campaign strategy advisory and a custom branded Refersal Share Platform for the winning company.

And our friends at Recurve Services, a firm specializing in putting startups on a path to growth, will provide an intensive, one-day workshop that includes strategic goal setting, brand personality testing and analysis, a custom, multi-channel content strategy geared at attracting and retaining new customers, and tools to measure your progress.



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Official Rules

1. The entry must be for a consumer goods venture, either a start-up or recently launched business. The business may not have raised any institutional funding prior to the end of the competition, July 4, 2014. Proposals for the buy-out or expansion of an existing company, tax-shelter opportunities, real estate syndicates, purchase of a franchise, and consulting projects or analyses are not eligible.
2. All entries must represent the original work of the applicant(s). It may not contain any fabricated information.
3. Entries will be judged equally on the quality, originality, potential, scalability and feasibility of their submissions as well as their own passion and personality.
Quality: How thoroughly has the idea been presented? Was the entry well-written and well-explained?
Originality: The idea is somewhat unique in its structure and approach to market. What niche does this business fill?
Impact: What impact does this business have on target customer?
Scalability: Reasonable objectives for launching business and generating revenue in the upcoming year with strong plan for growth
Feasibility: Technical feasibility of product/service, if applicable; must prove that technology is executable
Passion & Personality: What is your personal passion for this project and how does that shine through?
4. Individuals or groups may enter the competition. At least one person who has actively participated in the design and writing of the plan must be available between May 29 and June 6, 2014, to prepare voting package materials with Ledbury staff. Preferably the entire applying group would be available, but that is not a requirement.
5. All principals involved must be clearly identified in the application. The primary contact person will receive all updates and notification from the contest. The contact person's e-mail address and telephone number must be entered in the submission form. In the event a team wins, the check for the prize money will be made out to the primary contact person (or legal business entity, if applicable) listed on the application.
6. All written submissions and ideas found therein are confidential and will not be intentionally disclosed outside the committee of judges without the entrant's permission. Finalist and winner announcements are made public and should not be considered confidential. Ledbury, its employees, volunteer judges and others involved daily operations of The Ledbury Launch Fund will not sign a non-disclosure agreements nor be responsible or liable for any breach of confidentiality that may occur as a result of the submission of plans.
7. Application Submission:
Each individual/team is permitted to make one entry, which must be submitted by 11:59PM EST on May 25, 2014. The electronic submission must contain completion of all required fields in the application. Please make sure that all information listed in the application is accurate and truthful.
8. The prize money will be paid out in a lump sum, with the recipient of the award responsible for his/her own taxes. Ledbury LLC will take no equity or ownership of the created company. The money must be used for the purposes of the winner's business. Any other uses of the money will result in disqualification and renouncement of the prize.
9. Questions or correspondence may be directed to us via email, launch@ledbury.com.

