



iPITCH APPLICATION

Presented by Sonjia Dickerson Ministries & Dayspring Family Church

MAY 9 - 12, 2018

2018 DAYSPRING WOMEN'S CONFERENCE

www.dayspringwomensconference.org

iPITCH Application

- Women business owners have an opportunity to share their business plans for a cash prize.
- All applications must be completed at the time of submission.
- All applicants must be registered for the Women's Conference held Wednesday May 9 - Saturday May 12, 2018
- Application is due Friday, 4/20/2018
- For more information, visit:
www.dayspringwomensconference.org or email us at dfcwomensconference@gmail.com
- Follow us on Facebook, Twitter & Instagram
[@DFCWomensConference](#) and [@pastorsonjia](#)

iPITCH GENERAL INSTRUCTIONS

Thank you for your interest in applying to participate in “iPITCH”. In order to apply and participate you must fully complete and return the attached documents to dfcwomensconference@gmail.com.

1. Application
2. Submitted Materials Release
3. Applicant Questionnaire
4. Business Details Questionnaire
5. Intellectual Property Questionnaire
6. Background Questionnaire
7. Participant Agreement

All application materials become property of Dayspring Family Church and will not be returned. If you would like to retain a copy, please make one prior to sending in.

Please be advised that you must meet the following eligibility requirements (which may be changed at any time by Dayspring Family Church in its sole discretion) in order to participate in the Series:

- You must be 18 years of age (or the age of majority in the state in which you reside) or older.
- You must be a legal resident of the United States.
- Your business must meet the legal requirements of the State of Texas.
- This in no way constitutes a partnership between Dayspring Family Church and the applicants and/or winner.
- It is the intention of Dayspring Family Church make a donation to the winners’ business. DFC makes no claims to earnings or acceptance of debt as a part of the iPITCH Campaign.

iPITCH APPLICATION

Applicant Name: _____

Business Name: _____

Business Website (full URL): _____

If applying as part of a group, the name(s) of your collaborator(s):

Name: _____

Name: _____

Name: _____

Your Street Address: _____

City/State/Zip: _____

Phone numbers: Home: _____ Cell: _____ Work: _____

E-mail: _____

Date of Birth: _____

I am a legal resident of _____ (City) and _____ (County)

Occupation: _____

Place of Employment & Years Employed: _____

High School(s) Attended & Diploma(s) Received: _____

Secondary School(s) Attended & Degree(s) Received: _____

Business Details Questionnaire

1. Describe in DETAIL what your business or product is. What does it do? Provide as much detail as possible. (Attach an additional page if necessary)

(EX. My business is a retail lingerie shop specializing in full figure women. We provide correct fitting in bras sizes 34D through 54 N, ultra-sheer hosiery from medium through 8X, shapewear from medium through 12X, Sleepwear from Large to 8X (sexy to loungewear), control panties medium to 5X.)

2. What do you intend to do with the investment funds? What will the funds be spent on? (Check One)

- Marketing Product Business Development

(EX. The monies will be use to promote the store and the different types of products present in the store.)

3. What stage is your company in? (Circle One)

- Good Idea Research & Development Product Development
 Shipping/Live Revenue Expansion

4. How much money have you invested in your company and how long did you invest? How was the investment allocated?

(EX. I have invested about 200,000.00 in the past 10 to 15 years. The monies include purchasing a 3,000-square foot building as a store front, buying equipment and fixtures, and inventory.)

5. What was the GROSS income from your business last year? _____

6. What was the NET income from your business last year? _____

7. What are your SALES PROJECTIONS for THIS CALENDAR YEAR? _____

8. What are your SALES PROJECTIONS for NEXT CALENDAR YEAR? _____

9. Have you ever tried to raise money from outside sources? YES / NO (circle one). If YES, provide details.

10. What attempts have you made to build your business?

Newspaper Ads Social Media Marketing Word of Mouth Printed Collateral

Where you Successful. Explain Why or Why Not:

11. Why do you want to pitch your business?

(Ex. To try and in large my business area and to make people aware of my business as well as to let women learn how to get a good fit in undergarments. 90% of the women that come into the store is wearing an ill-fitting bra and have no idea of how to purchase the correct size of bra or shareware.)

12. What is your unique selling proposition? (What is your "hook," and why is your business notable?)

(Ex. The average black women have no idea of her size in shareware, bras, panties or hosiery. At Hosiery for Less we teach women how to find their correct size in shapewear like girdles, waist Cincher, panties, and bras. We first educate our ladies on lingerie, bras and shapewear.)

13. Describe the circumstances surrounding how you conceived and developed your business.

(Ex. I was a single mother with a daughter that was required to wear hosiery to school. The cost of providing hosiery for myself and my daughter was a large expense for me. My daughter went through a pair of hosiery each day and I had to buy her at least 15 to 20 pair of hosiery per month. I was a young teacher and during that time we were required to wear hosiery to school so I had that expense of at least 10 to 15 pair per month for myself. Having to buy so many hosieries I looked into starting a hosiery store to lower my monthly living cost.)

14. List any of your associations with organizations or clubs.

(Ex. I am associated with the Dallas Chapter of Charms Inc., St Cecile Guild Number 2, the Heroines of Jericho #500 and WOBE (Women of Beth-Eden Missionary Baptist Church.)

15. List any awards or accolades you've received.

(EX. Community Service Award from Charms Inc. (3 times), Charm Of the Year (2 times), Outstanding Service Award - St. Cecile Guild #2.)

16. How did you hear about applying for "IPITCH"?

Facebook Instagram Twitter Website Radio Other

If other please provide more detail: _____

17. Have you previously participated in iPITCH or discussed your business or product to any member of conference committee? If yes, please provide details.

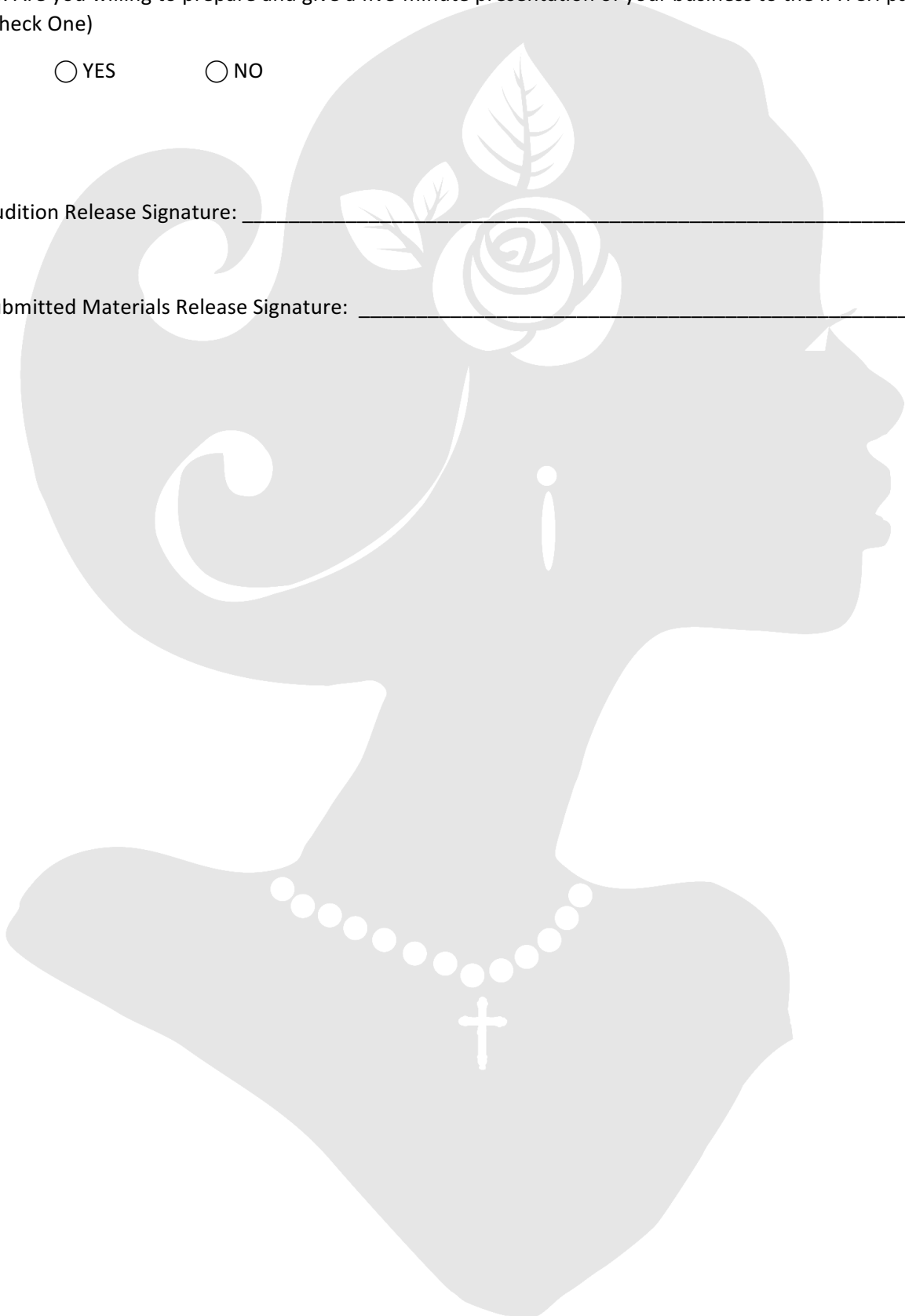
18. Are you willing to prepare and give a five-minute presentation of your business to the IPITCH panel.
(Check One)

YES

NO

Audition Release Signature: _____

Submitted Materials Release Signature: _____



INTELLECTUAL QUESTIONNAIRE

PLEASE ANSWER EACH QUESTION BELOW HONESTLY.

1. Have you ever had a temporary or permanent restraining order entered against you or has anyone sought a temporary or permanent restraining order against you? (Check One)

YES NO

If yes, please explain: (Include the date, city, state and circumstances):

2. Have you ever been charged with any felony or misdemeanor? YES / NO (circle one) If so, explain (include date, city, state and circumstances, including the precise charges and resolution of the case.)

3. Have you ever been convicted of any felony or misdemeanor? (Check One)

YES NO

If yes, please explain: (Include the date, city, state and circumstances, including the precise charges and resolution of the case.)

4. Have you ever been party to a lawsuit? (Check One)

YES NO

If yes, please explain and use additional pages if necessary:

AGREEMENT:

By signing below, participant agrees to abide by the expressed and implied expectations of Dayspring Family Church, iPITCH and Sonja Dickerson Ministries as to the use of the funds disbursed to the business.

Your Signature: _____

Date: _____

