

Alaska Marketplace Innovative Idea Application

INNOVATIVE IDEA APPLICATIONS ARE DUE September 1, 2008 by 4:30 PM AST

Return completed applications by mail, email or fax to:

Alaska Federation of Natives

ATTN: Alaska Marketplace

1577 C Street, Suite 300 Anchorage, AK 99501

PHONE 907.274.3611 FAX 907.276.7989

EMAIL submissions@alaskamarketplace.org WEB www.alaskamarketplace.org

Submitting the Innovative Idea Application is the first step in the Alaska Marketplace Competition. Your Innovative Idea Application should reflect the essence of your idea.

Submissions must fit the theme of

“Innovations for Thriving Communities”

and one or more of the following sub-themes:

1. Affordable Energy
2. Practical Use of New Technology
3. Innovative Ideas to Reduce the Cost of Living
4. Investing In People
5. Rural Housing of the Future

Important: An applicant may submit only ONE Innovative Idea Application.

Please read the Alaska Marketplace *guidelines* before completing this form.

Your Innovative Idea Application must adhere to the format of the Innovative Idea Application Form and should not exceed recommended length in words.



Alaska Marketplace Innovative Idea Application

Complete ALL information in Sections 1–9. Complete Section 8 only if you have a partner/collaborator.

Please indicate your idea type and the sub-theme(s) most applicable to your idea.

Check (✓) the appropriate box.

Idea Type

Not-For-Profit Idea

Business Idea

Sub-themes

Affordable Energy

Practical Use of New Technology

Innovative Ideas to Reduce the Cost of Living

Investing In People

Rural Housing of the Future

1. NAME OF YOUR INNOVATIVE IDEA *(Required) Maximum 12 Words*

Innovative Idea Applications with incomplete contact information will be disqualified.

2. CONTACT INFORMATION *(Required) Please enter all relevant contact information.*

Project Name (If applicable) _____

Contact Person _____

Mailing Address _____

City or Town _____ State _____ Zip Code _____

Contact Phone _____ Home Phone _____

Fax _____ Cell Phone _____

Email Address _____

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The Alaska Marketplace Competition is open to all residents of Alaska.

3. COMPETITION ELIGIBILITY

(Required) Check (✓) YES or NO in the appropriate space.

A. Participant must be a resident of Alaska. Provide the following answers for residency verification.

Alaska Driver's License **YES** ____ **NO** ____

Alaska State I.D. Card **YES** ____ **NO** ____

Permanent Fund Dividend **YES** ____ **NO** ____

Registered to Vote in Alaska **YES** ____ **NO** ____

B. Participant must certify that there are no judgments against you that would require surrendering all or a portion of the award to a third party.

I certify that there are **NO** judgments against me. **YES** ____ **NO** ____

C. My project will benefit and be implemented in rural Alaska. YES ____ NO ____

For purposes of the competition, "rural Alaska" does not include Anchorage, Fairbanks, Homer, Juneau, Ketchikan, Palmer, Wasilla, Kenai or Soldotna. Residents of these communities may submit an Innovative Idea Application as long as their project benefits rural Alaska.

D. My project will be executed within 12 months. YES ____ NO ____

4. 2008 COMPETITION WINNERS

(Required) Check (✓) YES or NO in the appropriate space.

If I am awarded, I agree to do the following:.

A. Participate in evaluation activities and to receive mentoring and technical assistance during the award year, October 2008 – October 2009. YES ____ NO ____

B. Fill out the appropriate federal forms that will be provided to me in my own name or on behalf of the organization or company I am representing. YES ____ NO ____

C. NOT to transfer Award funds to another party. YES ____ NO ____

D. Report my Awards funds to the Internal Revenue Service, as they are taxable income to the winner and as such will be reported to the Internal Revenue Service. YES ____ NO ____

5. PERSONAL DATA

(Required) Please answer the following questions. Check (✓) YES or NO in the appropriate space.

A. Birth Date Month _____ Year _____

B. Gender Male _____ Female _____

C. Are you a "first time" business owner? (for business idea applicants only) YES ____ NO ____

D. Do you belong to an Alaska Native tribe or region? YES ____ NO ____

Specify here:

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6. PROJECT OBJECTIVE *(Required) Maximum 250 words*

7. COMPETITION CRITERIA

The competition criteria listed below are applicable to the Alaska Marketplace theme of “Innovations for Thriving Communities.” Your proposal must answer the criteria questions in sections 7A–7D.

A. Cultural Heritage: Your Innovative Idea must exemplify traditional values and practices of Alaska Native cultures in rural Alaska.

B. Benefit to Rural Alaska Communities

Depending on your organizational structure, please address only ONE of the following:

- **Business Idea—Economic Stimulation/Job Creation:** Your Innovative Business Idea must contribute to economic stimulation and job creation in the targeted community.
- **Not-For-Profit Idea:** Your Innovative Not-For-Profit Idea must show how your community or social structure will benefit by the proposed innovation and how the idea can be replicated and/or applied to other communities.

C. Innovation: Your Innovative Idea must present non-conventional approaches to the theme of the competition. Applicants seeking to expand existing initiatives are eligible, provided that they exhibit new elements in design or implementation not found in the original initiatives.

D. Sustainability/Profitability: Your Innovative Idea must show how your innovation can continue to operate and benefit the targeted community beyond the period of the award. ALSO, Business Ideas must explain how they will become profitable beyond the period of the award.

7A. CULTURAL HERITAGE *(Required) (Maximum 250 words)*

Your Innovative Idea must exemplify traditional values and practices of Alaska Native cultures in rural Alaska.

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7B. BENEFIT TO RURAL ALASKA COMMUNITIES *(Required) (Maximum 250 words)*

Depending on your organizational structure, please address only ONE of the following:

BUSINESS IDEA—ECONOMIC STIMULATION/JOB CREATION

Your Innovative Business Idea must contribute to economic stimulation and job creation in the targeted community.

NOT-FOR-PROFIT IDEA

Your Innovative Not-For-Profit Idea must show how your community or social structure will benefit by the proposed innovation and how the idea can be replicated and/or applied to other communities.

7C. INNOVATION *(Required) (Maximum 250 words)*

*Your Innovative Idea must present non-conventional approaches to the theme/goal of the project. Applicants seeking to expand existing initiatives are eligible, provided that they exhibit **NEW** elements in design or implementation not found in the original initiatives.*

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7D. SUSTAINABILITY/PROFITABILITY *(Required) (Maximum 250 words)*

Your Innovative Idea must show how your innovation can continue to operate and benefit the targeted community beyond the period of the award. ALSO, Business Ideas must show how they can be profitable beyond the period of the award.

8. PARTNER INFORMATION

Partners (collaborators) are not co-applicants and will not receive award funding.

(Required only if you are collaborating with another business or organization. Please complete all information and check (✓) the appropriate space.)

Business___ Village Corporation___ Regional Corporation___ Non-Profit___ Tribal Government___ Academia___

Other (Describe) _____

Primary Contact _____ Title _____

Company Name _____

Mailing Address _____

City/Town _____ State _____ Zip _____

Phone _____ Cell Phone _____

Email _____ Fax _____

9. HOW DID YOU FIND OUT ABOUT THE ALASKA MARKETPLACE COMPETITION?

FOR OFFICIAL USE ONLY: Proposal # _____ Finalist: Yes___ No___