

# SCORE Charlotte Pitch for Growth 2026

Business Application

## INSTRUCTIONS:

You can work on this form and save it, then come back to it to change your answers using the email address you entered, by creating an account in Jotform up until the application deadline. You cannot create more than one application for the competition.

All applications must be submitted in final form – no more changes – by **5:00PM ET on Monday, March 16, 2026** – any applications not submitted by that date and time will not be considered. Do not wait until the last minute.

You will see the character limit in the form, so please do not exceed the count as any characters over the limit will be truncated from your submission. – SCORE Charlotte cannot make exceptions for slow internet or computer difficulties. You must completely answer every question, or your application will be disqualified

- All applicants must be at least 21 years old.
- All businesses must be headquartered in one of these counties: Mecklenburg, Gaston, Cleveland, Cabarrus, Stanly, Lincoln, Catawba, Caldwell, Alexander, Iredell, Rowan, Union and Anson counties in North Carolina and York, Chester and Lancaster in South Carolina counties.
- All businesses must be existing businesses (no start-ups) and have been in operation for at least 1 year.
- All businesses must have a gross business revenue of at least \$3,000 in the past trailing 12 months, ending 12/31/2025.
- Businesses in the following categories are not eligible: non-profit, firearms, cannabis/marijuana, adult entertainment, and franchises.
- All questions in the application must be completely answered.
- The presenter for the contest must be one of the business owners.
- Only the first 150 applications will be considered, so submit your application as early as possible.
- All application questions must be answered.

**Which county is your business located in? (Select one): \***

Mecklenburg  
Gaston  
Cleveland  
Cabarrus  
Stanly  
Lincoln  
Catawba  
Caldwell  
Alexander  
Iredell  
Rowan

Union  
Anson  
York, SC  
Chester, SC  
Lancaster, SC

**Are you 21 years or older? \***

Yes  
No

**On what date was your business started? \***

Month Day Year

**What is your annual gross revenue in the past 12months? \***

**Is your business related to? (Select as many as apply): , \***

Non-profit  
Firearms  
Cannabis/marijuana  
Adult entertainment  
None of these

**Do you agree to be responsible for all taxes associated with the prize, if you win? \***

Yes  
No

**Do you agree to release SCORE, its officers and agents, as well as all other persons or organizations affiliated with or in any other way associated with the Pitch Contest event from all claims and causes of action relating to your participation in the competition? \***

Yes  
No

**Do you agree to grant SCORE the right to use your name and the name of your business, and any image taken of you or the business by or on behalf of SCORE without limitation and without additional compensation, notification or permission, in any medium whatsoever? \***

Yes  
No

**If you become a finalist, do you agree to participate in activities to help publicize and promote SCORE's Pitch Contest both before and after the event? \***

No

**Do you acknowledge that failure to comply with any of the rules and requirements set down in this application may result in disqualification and/or revocation of the Prize? \***

Yes

No

**Business name: \***

**Business Email address (this email will be used to communicate with you about your application entry): \***

example@example.com

**Name(s) of the Business Owner(s): \***

**Business structure (select one): \***

Sole proprietor

LLC

S Corp

Corp

Partnership

**Address (No PO boxes. The address will not be published): \***

Street Address

Street Address Line 2

City

State

Zip Code

**Business phone number (Phone # will not be published): \***

Please enter a valid phone number.

**Is the business primarily owned (> 50%) by someone in one of these categories? (Optional. Select all that apply):**

Women-owned

Veteran-owned

Other

**There are eight essay questions for this application. There are limits on how many characters you can include in your response. You will see in the form the character limit, so please do not exceed the count as any characters over the limit will be truncated from your submission. ALL questions require an answer, or your application will not be accepted. Feel free to SAVE a partially complete application and come back later to complete filling it out. REMEMBER to complete your application by the deadline.**

**About You:** **Tell us about the experience, relevant skills, and education that equip you and, if applicable, your co-owners that own this business. What drives your passion for this business? Why did you decide to start it? Is there any other information about you that you would like us to know? \***

0/200

**Business Product or Service:** **Provide a clear description of your product(s) or service(s). Explain the problem(s) that it solves or unmet need(s) that it addresses. What have you done to demonstrate/confirm your idea's commercial viability? \***

0/300

**Elevator Pitch:** **An elevator pitch is a brief synopsis of who you are and what you do(or are trying to do). It's named so because of the idea that you're in an elevator with the one person who can make your career dreams come true. You've got the length of that elevator ride (approximately 30 seconds) to convince that person to keep listening to you. Please choose your words carefully. \***

0/75

**Marketplace:** **Identify your**  
**target market(s) for your service or product, including customer profiles, estimated market size, seasonality, service expectations, growth predictions, etc. Will customer demand be sustainable? If yes, explain why. Is your business scalable (i.e. - able to expand/diversify beyond your current business model)? If yes, explain why. \***

0/400

**Competition:** **Who are the**  
**principal competitors for your product or service? What are their strengths and weaknesses? How will you compete? What is your competitive advantage? Are there barriers, besides finances, that will affect your ability to compete in your market? If so, explain how you will overcome them. \***

0/250

**Sales and Marketing:** **What**  
**channels/methods will you employ to promote your business? What channels will you employ to promote your product or service to customers (e.g. - digital marketing, e-commerce, "brick and mortar" store, direct business-to-consumer sales, other)? \***

0/300

**Financial Strength:** **Identify your current**

**funding sources for your business. Describe your business' ongoing expenses and include revenue and profit projections for each of the next 2 years. \***

0/250

**Eye on the Prize:** **How would you**  
**leverage winning the event to benefit your business and drive growth, through use of the prize**  
**money, public exposure, networking, etc? \***

0/200