2020 PowerUP! Competition
Rules and Eligibility Requirements

This is a legal and binding document. Please read the following requirements. Your completed application to the PowerUP! Business Plan Competition indicates you have read, understand and agree to abide by these rules.

1. **Location.** The business proposed in the PowerUP! application must operate in the Borough of Brooklyn.

2. **Start Ups Only.** All businesses must be in the start-up phase with a need for start-up capital. Businesses in operation for less than one year or with revenue of less than $10,000 are eligible. Businesses which began before April 18, 2019 are not eligible. Businesses with gross revenue more than $10,000 before April 18, 2020 are not eligible.

3. **Individuals or Teams May Enter.** Participants can be on only one application, either as an individual or as part of a team of up to four members. All members must be involved in the proposed business described in the application. The team leader will be the person who has attended the orientation and will be the person under whose name the application is submitted. The team leader is the main contact and one other member should be designated as the secondary contact. All team members will acknowledge their understanding and acceptance of the Rules and Eligibility Requirements.

4. **Residency.** At least one member of the team or the individual applicant must reside in Brooklyn and have a Brooklyn residential address (we will not accept post office boxes). All individual applicants and team members must be legal U.S. residents or citizens. Documentation may be required of the finalists.

5. **Age.** All applicants must be 18 years of age or older.

6. **Library Cards.** All applicants, including each team member, must have a Brooklyn Public Library Card.

7. **Email.** All applicants and team members must have a working email address. Throughout the competition the PowerUP! staff will communicate with participants via email.

8. **Orientation.** The orientation will cover competition requirements, the application process, and the judging process. Attendance will be taken. The team leader must attend one PowerUP! orientation.

9. **Application.** The application deadline is April 18 by 11:59 pm. The application is made online at powerup.myreviewroom.com. The application is entered under the team leader’s name and must include all team members. Further details are provided in the Application Process document.

10. **Classes.** Four classes will be offered at the **Central Library at 10 Grand Army Plaza.** All individual applicants or at least one team member must attend 3 of the 4 classes. The Financial Class is mandatory (even for previous participants). As part of your attendance requirement, you must complete an evaluation in the Review Room site. The class schedule is posted in the Resources section of the Review Room site. **Participants will be allowed to make-up two classes.** Designated classes with partner organizations will be accepted as alternate or make-up classes. Designated classes will be determined during the course of the competition and posted in the Resources section of your ReviewRoom account. **All classes, make-up classes, and class evaluations must be completed by August 21.**

The PowerUP! Business Plan Competition is brought to you by Brooklyn Public Library’s Business & Career Center.

Lead support for PowerUP! is made possible by Dime Community Bank. Additional program support is provided by Ridgewood Savings Bank, Con Edison, ReferenceUSA, Elizabeth Crowell & Robert Wilson and Signature Bank.
11. **Business Assistance.** At least one consultation with a business assistance provider is required and proof of the consultation must be submitted. Select and make an appointment with one of the eligible providers that offer free consultations. The list of providers and the Consultation Verification Form are posted in the Resources section of your Review Room account. Have the form completed and signed by the counselor. Upload it to your account by August 21 at 11:59 pm.

12. **Business Plan Deadline.** All PowerUP! business plans must be uploaded to your Review Room account by September 18, at 11:59 pm. Plans must be submitted in electronic PDF format. Applicants who submit a plan will be notified by email of its receipt.

13. **Eligibility.** Current Brooklyn Public Library employees, contractors or any individual paid by the library to provide goods or services, as well as Trustees, prior and current judges, competition sponsors, or their immediate family members are not eligible to enter PowerUP!, either individually or as part of a team. Previous first, second and third place winners of PowerUP! are not eligible to enter.

14. **Finalists.** Finalists will be asked to provide a current credit report using [www.annualcreditreport.com](http://www.annualcreditreport.com).

15. **Merit Finalists.** Merit finalists will be required to participate in the Audience Choice Pitch Competition.

16. **Disbursement of Funds.** Prize money will be awarded to the winners following the end of the competition. Winners have the responsibility for allocating prize proceeds. The prize awarded represents the total financial amount that will be given to a team leader to be used for the purposes stated in the PowerUP! Business Plan. The organizers of PowerUP! will not be involved, either voluntarily or by request, in a team’s decision concerning the allocation or use of its prize proceeds. These awards are taxable and Brooklyn Public Library must have each winner’s Taxpayer Identification Number prior to issuing a check.

17. **Disqualification.** This document, *PowerUP! Rules and Eligibility Requirements*, is legal and binding. Your application to PowerUP! indicates you have read, understand and accept the rules and requirements set forth. Violation of any one or multiple rules for eligibility may result in disqualification from PowerUP!

18. **Confidentiality.** Recognizing that entrants may be concerned about the confidentiality of their business plans, the plans will not be copied for any purpose other than the competition. Business plans submitted online will be purged from the site at the end of the competition. The short description of your business will be considered a “public summary” of your plan and may be used in public documentation related to the competition. While all reasonable measures will be taken to ensure the protection of intellectual property and preserve the confidentiality of each submission, Brooklyn Public Library cannot take further responsibility to protect the intellectual property or other rights of each contestant. Protection of such rights is ultimately the responsibility of each applicant.

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Brooklyn Public Library does not discriminate on the basis of age, color, religion, creed, disability, marital status, veteran status, national origin, race, gender, genetic predisposition or carrier status, or sexual orientation in its programs, services and activities.

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