In the effort to limit the spread of Coronavirus, we have created an online PowerUP! Orientation. Please read thoroughly and follow the directions to apply via our online platform.

Please note that the PowerUP! timeline and process may change based on whether or not public meetings will resume in the near future.

We are also looking at options that will allow us to successfully complete this year’s PowerUP! competition and we will keep all entrants informed.

Thank You and Welcome to PowerUP!

Lead Sponsor

DIME Commercial Business Consumer
The Best Business Bank in New York.
Lead support for PowerUPI is made possible by Dime Community Bank, helping Brooklyn businesses succeed for over 150 years.

Additional program support is provided by Ridgewood Savings Bank, Con Edison, Reference USA, Elizabeth Crowell & Robert Wilson and Signature Bank.
Every Success Story Has a Beginning

• Receive instruction to create a roadmap for your business
• Get business counseling
• Access the Library’s Small Business Resources
• Opportunity to win $20,000 seed money to fund your start-up business!
Rules and Eligibility

1. Location
The business must be based in Brooklyn.

Some aspect of your business operations, such as product manufacturing, may occur outside of Brooklyn.
2. Start Ups Only

Businesses started before April 18, 2019 are not eligible. Businesses with more than $10,000 gross revenue before April 18, 2020 are not eligible.

If you have only established the legal structure of your business as a corporation, LLC, sole-proprietorship, etc. you may enter the competition regardless of when it was established.

You may enter if you are in the start up, pre-start up or idea phase of your business.

PowerUP! accepts non-profit and for-profit businesses. Professional business practices are not accepted (doctors, lawyers, real estate, accountants, etc.).
3. Individuals or Teams May Enter

Participants can be on only one application, as an individual or as part of a team.

4. Residency

At least one member of the team or the individual applicant must reside in Brooklyn.

5. Age

Applicants must be 18 years of age or older.
Rules and Eligibility

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

7. Email
   All participants must have an email address.

8. Orientation
   PowerUP! orientation is required.
9. Application
   The deadline is April 18 by 11:59 pm.

10. Classes
   Applicants must attend 3 of 4 classes. The Financial Class is MANDATORY (even for previous participants).
11. Business Assistance

At least one business consultation is required. Upload the consultation verification form to your account by August 21 at 11:59 pm.

12. Business Plan Deadline

PowerUP! business plans must be uploaded to your account by September 18 at 11:59 pm.
Rules and Eligibility

13. Ineligibility

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, previous first, second and third place winners, competition sponsors, or their immediate family members are not eligible.
Rules and Eligibility

14. Finalists
   Finalists must provide a current credit report using www.annualcreditreport.com.

15. Merit Finalists
   Merit finalists will participate in the Audience Choice Competition.

16. Disbursement of Funds
   Prize money will be awarded following the end of the competition. Awards are taxable and winners must provide their Taxpayer ID Number.
17. Disqualification

Violation of the rules may result in disqualification.

18. Confidentiality

Reasonable measures will be taken to ensure the protection of intellectual property and preserve the confidentiality of each submission.
Your application to the PowerUP! Competition indicates you have read, understood and will abide by these rules.
Attend Orientation ➡️ Create an Account

ONE ACCOUNT PER TEAM

Check Your Email
Activate the Review Room account by clicking the link.

Get Your Library Card

Complete the Online Application
Complete the Online Application Survey
Each participant must complete the application and survey. The deadline is April 18 at 11:59 pm.
You will create an online account at powerup.myreviewroom.com

Reapplying? Use the same email.

First time, click here.

Business Plan Competition
Every Success Story Has a Beginning

CALLING ALL ENTREPRENEURS
JOIN THE 2020 PowerUP! BUSINESS PLAN COMPETITION

Turn your business idea into a reality with help from the Library and you may win $20,000 in start up capital. Entrepreneurs throughout Brooklyn are eligible to participate in Brooklyn Public Library’s PowerUP! Business Plan Competition. All contestants have access to free resources and services to help them write a business plan. Everyone is a Winner!

Participants attend classes at the Library on creating business plans, marketing, financial projections, and doing market research with Library resources. They are also connected to business counselors in the community.

Over the past fourteen years the competition has fostered the development of a host of new businesses. Join the competition, and you may be on the list next year!

Who Can Enter?

If you are 18 years of age or older, live in Brooklyn and want to start a business in Brooklyn, you are eligible. "PowerUP!" is a competition to help applicants start a business. Additional details, including the competition rules and the application process will be supplied at each orientation session.

What Are the Prizes?

You must attend an Orientation Session for application details.

Central Library, Dweck Auditorium
10 Grand Army Plaza
Friday, February 21
6:00 - 7:30 pm
9:30 - 11:00 am
Wednesday, February 26
9:30 - 11:00 am
6:00 - 7:30 pm

Friday, March 27
9:30 - 11:00 am

Monday, April 6
Confirmation Email

Subject: Welcome to Business Plan Competition
From: powerup@bklynlibrary.org

Business Plan Competition

Dear Roseamy Richiez,

You have successfully registered for the following site, Business Plan Competition, as an Applicant.
You can click on the link below to take you to your Applicant portal.

Thank you.

If the button is not clickable, please copy and paste this URL into your browser’s address bar.
Review Room Account

The link in the email should bring you to this page to start the application process.

1. Business Plan Competition
2. Business Plan Competition
3. Name your application
   Please enter your first and last name
   CANCEL CREATE APPLICATION
Review Room Account

Find all PowerUP! documents here!

The account Owner/Team Leader clicks here to confirm orientation attendance. This is the person whose attendance will be VERIFIED by PowerUP!

If you have team member collaborators, add their email addresses.

Roseamy Richiez (Owner)
roses@gmail.com
Dear friend@gmail.com

Roseamy Richiez has invited you to collaborate on their application, Roseamy Richiez, for the following program, Business Plan Competition. Please click on the link below to accept the invitation to collaborate on this application.

Thank you,
Maud Andrew

Join now

Team member collaborators will receive an email with an activation link to join the application.
Click here to complete your Application. When done, the task button will change to green to indicate “Complete”.
Confidentiality. Recognizing that entrants may be concerned about the confidentiality of their business plans, business plans will not be copied for any purpose other than 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. Business plans will be purged from the site at the end of the competition.

Detailed Information of

Name
Address
Apartment
City
State
Zip
Date
Email
Brooklyn Library Card#

I have read, understand and accept the Rules and Eligibility Requirements of the PowerUP! Competition.

Enter all information, your Brooklyn Public Library card number and Check the Box!

If you do not yet have your BPL Card, please enter the dummy numbers shown here and you may update later with your actual card number.
Next Steps

After the Application is complete, you are ready for the other aspects of PowerUP!

- Mandatory Business Assistance
- PowerUP! Classes
- Submit Your Plan
Mandatory Business Assistance

• You must meet at least once with a Business Assistance Provider.

• A list of providers is in the Pages section of Review Room.

• Have the “Consultation Verification Form” signed by the counselor.

• Upload the form in your ReviewRoom Account by August 21, 11:59 pm.
PowerUP! Classes

• Four classes are offered.
• Attendance is required for three classes.
• The Financial Projections class is MANDATORY.
• Two make-up classes are allowed.

Classes are at the Central Library, Dweck Center Auditorium, 10 Grand Army Plaza. **Registration is NOT required.**
PowerUP! Classes

Each class has two tasks in Review Room

✓ ATTENDANCE
Always, always, sign-in when you arrive!

✓ EVALUATION
The team member who attends the class should complete the evaluation.
PowerUP! Classes @ Dweck Center

**BUSINESS PLAN BASICS**
- Tuesday, April 21: 6:30 – 8:00 pm
- Monday, May 4: 9:00 – 10:30 am

**DEVELOPING A MARKETING PLAN**
- Monday, April 27: 6:30 – 8:00 pm
- Wednesday, May 20: 9:00 – 10:30 am

**MARKET RESEARCH**
- Wednesday, May 20: 6:30 – 8:00 pm
- Wednesday, June 3: 9:00 – 10:30 am

**FINANCIAL PROJECTIONS**
- Monday, May 11: 6:30 – 8:00 pm
- Thursday, June 4: 6:30 – 8:00 pm
- Monday, June 8: 9:00 – 10:30 am
Business Plan Format

The Plan should be compiled in 2 Parts.

**PART 1**

Cover Page
+ Table of Contents
+ 15 page Business Plan Narrative *(20 pages maximum)*
+ Appendix

Upload as a PDF

The business name must be at the top or bottom of each page.
Business Plan Format

The Plan should be compiled in 2 Parts.

PART 2
Financial Projections
Must use the PowerUP! template
Upload as an Excel Spreadsheet

The business name must be at the top each page.
Business Plan Format

• The Business Plan should address the nine sections as relevant to your business.
• Not every element will be applicable to your plan.
• Provide information specific to each section; try not to repeat data from one section in another.
• We have included an estimate of how much time is needed to complete each element.

The detailed outline can be found in the Pages section of Review Room.
Business Plan Format

Cover Page – Use the provided Template

Table of Contents – List page numbers for each section.

1. EXECUTIVE SUMMARY
2. BUSINESS DESCRIPTION
3. MARKET ANALYSIS AND TARGET MARKET
4. INDUSTRY ANALYSIS AND TRENDS
5. COMPETITIVE ANALYSIS & YOUR STRATEGIC POSITION
6. MARKETING STRATEGY
7. OPERATIONS
8. MANAGEMENT AND ORGANIZATION
9. FINANCIAL PROJECTIONS – Use the provided Template

APPENDIX: Resumes, photos, brochures, floor plans, menus, etc.

UPLOAD YOUR PLAN by 11:59 pm on September 18, 2020.
Judging Criteria

• A well **researched** and well written plan
• A plan that is **thorough** and addresses all sections of the outline as applicable to the business
• A plan that is **convincing** and describes a business that will likely succeed
• A business that is **realistic**, focused, and likely to get started
• A business with a clear **need** for the $20,000 and describes in the plan how it will be used
• A business that will have a positive **impact** on the community, which the plan outlines
Judging Process

• Judges are drawn from economic development organizations and from the finance, business, and academic communities.

• Judges will not judge a plan if they have a pre-existing relationship with a contestant.

• Finalists are selected in October.

• Finalists make presentations in November.
Judging Process - Finalists

• Eight finalists will make presentations and respond to questions that will be provided in advance.

• The date, time and location of the presentations will be sent to all finalists.

• Merit finalists will participate in a live pitch competition at the awards ceremony.

• Winners are announced in December at the PowerUP! Awards Ceremony.
December Awards Ceremony

First Place
$20,000

Second Place
$10,000

Third Place
$5,000

Five Merit Awards
$1,000

Keturah Suggs
Graceful Travels
Every Success Story Has a Beginning

Create Account: powerup.myreviewroom.com
All PowerUP! documents are found in the Pages section of your account.

Questions? Email: powerup@bklynlibrary.org
Most questions are answered in the PowerUP! documents. Please read first.

Website: bklynlibrary.org/business/powerup

Thank You and GOOD LUCK! The PowerUP! Staff
Arcola Robinson, Winnie Siclait, Roseamy Richiez, Maud Andrew