



Alabama Launchpad Regional Partnership Opportunity

Applications Accepted: February 1 – April 3, 2017

Please review submission instructions on how to receive your Dropbox link.

ALABAMA Launchpad®
a program of EDPA

Alabama Launchpad helps high growth companies start, stay and grow in Alabama while supporting, advocating, and recognizing entrepreneurship statewide. Alabama Launchpad is a program of the Economic Development Partnership of Alabama.



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Alabama Launchpad Regional Partnership Opportunity

GENERAL OVERVIEW

Purpose: The purpose of an Alabama Launchpad Regional Partnership (ALRP) is to improve the capacity of local regions to create, nurture, and develop a pipeline of early stage companies poised for high growth, and to create local mentoring and funding mechanisms to mature and keep high growth potential companies in Alabama. Building upon the proven processes of Alabama Launchpad (ALP), the Economic Development Partnership of Alabama Foundation (EDPAF) seeks to increase participation and results by expanding access through regional Alabama Launchpad partners.

Overview: Through this pilot program, EDPAF supports the creation of local Alabama Launchpad affiliates dedicated to creating a stronger pipeline of high growth potential startups that mature through local support networks and are poised to advance through the array of statewide Alabama Launchpad programs. EDPAF seeks to increase local participation, develop stronger local mentoring networks, encourage more entrepreneurship, and ultimately build more innovation-based jobs and economic diversity.

Investment Priorities: EDPAF supports locally-driven initiatives that build an innovation economy by increasing the number of and improving the quality of participants in Alabama Launchpad statewide resources. The ALRP is an innovation capacity building pilot designed to create and grow high quality, high wage jobs; leverage public and private resources; and align local and statewide efforts. ALRP applicants must demonstrate existing partnerships and the ability to meet milestones and timelines, and be willing to report results.

Alabama Launchpad Program Information: ALP provides entrepreneurship support programs designed to help companies mature along the capital continuum. Likewise, many communities have existing programs that provide services at different phases along the continuum from idea phase to high growth. There are still many gaps in services and support mechanisms, and a lack of connectivity among many existing programs. Through the ALRP, EDPAF and the regional partner agree to develop a commercialization pathway that aligns existing local and statewide resources. ALP programs include: 1. Provision of third party commercial market assessments, 2. An SBIR Phase 0 program, 3. Early stage non-dilutive funding vetted through a five-month intensive mentoring process that culminates with a pitch event, 4. Annual innovation awards, 5. Patent, technology and incubator web database. One intensive focus of the pilot is on the establishment of local feeder competitions that prepare startups to advance to a statewide follow-on competition. In 2021, the EDPAF envisions multiple regional feeder competitions, with teams advancing to one annual statewide Alabama Launchpad competition providing follow-on funding to the best of the regional companies. Participants in the 2016 -2020 pilot program have the opportunity to shape the five-year plan, and help align regional/local efforts to maximize job creation and capital investment outcomes.

Eligible Participants: Strong innovation ecosystems require partnerships and collaboration among a number of partners. These entities often include: accelerators, incubators, universities, city or county governments, economic development authorities, etc. Because the entity in charge of innovation based economic development varies at the local level, the partners may include:

1. Consortium of entities already aligned and focused on innovation strategies for a county or larger region. **With a consortium, there must be a lead partner that fits category 2, 3, 4, or 5 below.** A lead partner is a duly authorized representative of the applying organization. The representative is authorized to sign documents and execute the requirements of the program.
2. County, city or other political subdivision of a State. Although a city may apply, it must be willing to extend programs to a county or larger regional area. **If you are applying as a city, it is mandatory that you extend the program to the county or a larger regional organization.**
3. Two-year college, institution of higher education, or a consortium of institutions collaborating with others to serve a county or region.
4. Public or private non-profit economic development organization or incubator.
5. Indian tribe or a consortium of Indian tribes.

The ALRP geography may not be a region smaller than a county, and multi-county regional partners are preferred.

During the pilot phase, a priority will be placed on regions where there is clear collaboration among the existing innovation support groups.

2016 - 2020 ALRP Pilot: EDPAF envisions working with five to nine regional pilots over the next five years. With respect to the startup competition, ALRP partners will be expected to run at least one cycle per year, called "Your Community Name" Alabama Launchpad. ALRP partners will run a regional competition in parallel with the Statewide Alabama Launchpad Calendar. Participants will be trained on Alabama Launchpad processes, have access to Alabama Launchpad tools, be eligible for \$20,000 to \$50,000 in matching dollars for prize awards for local competition winners.

Sustainability: EDPAF envisions sharing resources and providing training during the pilot phase as outlined above. EDPAF envisions one year pilots that are renewable two more years, with decreased match percentages each renewal year. By year four, ALRP partners are expected to be self-sustaining regarding prize money funds. Partners must demonstrate a long-term commitment to supporting entrepreneurs and to innovation based economic development.

ROLES AND REQUIREMENTS

Please read the following roles and requirements for eligible participants.

Complete proposal instructions and requirements are provided in the Application Instructions section.

In the application, you will be required to answer and address questions about the following requirements.

Requirements	Local Launchpad	Alabama Launchpad
Annual participation fee	\$25,000	
Electronic competition platform	\$3,000	All setup, training, and administration.
Authorized Representative	Individual authorized to sign documents and execute the requirements of the program. <i>Provide appropriate transmittal letter.</i>	
Dedicated staff person to run the local competition	Local ALRP must commit <u>two</u> staff resources to: 1. run the competition, 2. coordinate marketing in compliance with the Regional Branding Guidelines. <i>Local applicant is expected to commit two dedicated staff members to manage the local competition.</i> <i>Contact and resume information will be required.</i>	
Training	Local applicant must commit <u>two</u> people to training. <i>See 2017 Regional Calendar for event schedule and dates.</i> <i>Local applicant will be asked to provide the following for the two people being sent to training: name, resume, and commitment letter from trainee's organizations.</i>	No charge if local travels to EDPA statewide competition site. If EDPA sends staff to local region, the expense is \$680 per day per EDPA person plus actual travel costs, with a minimum charge of one full day.
Prize funding	\$20,000 to \$50,000 <i>Local applicant will be asked to indicate prize funding amount.</i> <i>The total prize funding amount will be matched by the Economic Development Partnership of Alabama Foundation.</i>	\$20,000 to \$50,000 match EDPAF will write the leveraged prize funding checks to the local business competition winners, in accordance with milestone plans agreed on through the judging process.
Commercial Assessments	\$1,000 per company for up to six; after the first six, \$2,000 per assessment <i>3rd party commercial market assessments to be purchased for all startups advancing to the finale.</i>	\$1,000 per company for up to six
Judges	Judges must follow Alabama Launchpad criteria, requiring entrepreneurs, industry experts, and experienced investors. Region must supply <u>five</u> qualified judges. <i>Local applicant is expected to identify five qualified judges to participate in the partnership program and provide names, contact information along with a support letter from each judge.</i>	If a region has trouble finding five judges who meet Launchpad criteria, Launchpad will help find judges from other parts of the state.

Mentors	<p>Mentors must fit Alabama Launchpad criteria. The young companies need help with many fundamental areas of business and mentors often come from service providers, angel investors, university / industry experts, etc.</p> <p>Local applicant is expected to identify mentors to participate in the partnership program and provide names, contact information along with a support letter from each mentor.</p>	If a region has trouble finding local mentors, ALP staff will help find qualified mentors.
Tracking startup performance on milestones.	Local applicant must commit a person to follow up on milestones and report to Alabama Launchpad.	
Regional Competition	Local applicant will be expected to run a regional competition based on the statewide Alabama Launchpad calendar, after appropriate training. See Attachment 1 on page 9.	
Marketing	<p>Use of Launchpad trademark in compliance with Regional Branding Guidelines; regional partner responsible for outreach and production of collateral pieces, signage, social media.</p> <p>Regional Branding Guide: https://app.frontify.com/d/iLaOu4HPz6Cc/alabama-launchpad-brand-identity-guide</p>	Branding and templates; some design assistance for social media and collateral pieces. Assistance with messaging, feedback on content, amplification of coverage through EDPA statewide channels and multiplier network.
Facilities	<p>Local ALRP to schedule and provide venues for related events and necessary coordination.</p> <p>Local ALRP is responsible for scheduling events along with food and venue expense.</p>	
Reporting	Local ALRP agrees to track jobs and follow-on capital of all local startup participants, and report numbers to EDPAF. Provide input to EDPAF on other metrics.	EDPAF agrees to include regional results in annual report and in reports to the Alabama Economic Development Strategic Alliance on the renewal component of Accelerate Alabama.
Innovation Awards	<p>Regional partner expected to submit a minimum of three nominations to the Alabama Innovation Awards program.</p> <p>Click the link more information about the Alabama Innovation Awards program: http://alabamalaunchpad.com/innovation/innovation-awards-2/</p>	

BUDGET INFORMATION FOR REGIONAL PARTNER

TABLE 1

Table 1 represents a proposed budget based on program expenses.

Please use the regional column to calculate ALRP prize funding and other expenses required for the transmittal letter. See question 1 on page 7.

Line Item	Amount	Regional
Annual Fee	\$25,000	\$25,000
Competition Platform Tool	\$3,000	\$3,000
Prize Funding	\$20,000 - \$50,000	Insert total
Assessments	\$6,000	\$6,000
Total Prize/Fees	\$59,000	
Other Expenses		
Marketing		
Food		
Facilities		
Travel		
Training		
Total Other Expenses		

To be determined by
local applicant

Summary:

Total Prize/Fees: _____

Total Other Expenses: _____

APPLICATION INSTRUCTIONS

The overall proposal must include the following information:

1. A transmittal letter signed by an individual authorized to commit on behalf of the lead applicant organization. This individual is authorized to sign documents and execute the requirements of the program. Please include contact information for the authorized representative. The transmittal letter should be included on entity's letterhead. *Note: Applying as a consortium of entities, you are required to work with a lead partner. See Eligible Participants section for specifics.*

Letter must include the following:

- Identify geography (county, city or other political subdivision);
 - State that you are lead applicant organization;
 - Identify any other organizations that will be involved;
 - Commitment to raise funds for items outlined in **Table 1 on page 6. (Please include the following specified totals: (1) prize funding and (2) other expenses.)**
2. The names and resumes of all individuals (dedicated staff and staff to be trained) who will perform the activities required by this RFP. Please provide descriptions of qualifications and experience with respect to the requirements which are proposed by this RFP for dedicated staff and trainees. At least one individual must be from the lead applicant entity. Others may come from members of a consortium.
 3. A technical proposal demonstrating:
 - (a) why your community, consortium, organization or institution should be considered for the Alabama Launchpad Regional Partnership program and how your group qualifies as an eligible participant; and
 - (b) a clear collaboration among the existing innovation support groups (describe all programs in the community); and
 - (c) your experience, marketing existing programs to entrepreneurs and how you will market a regional Launchpad in the community and the venues; and
 - (d) how your regional partnerships and collaboration will support the Alabama Launchpad Regional Partnership program and increase the capacity of local regions to create, nurture, and develop a pipeline of early stage companies poised for high growth, and to create local mentoring and funding mechanisms to mature and keep high growth potential companies in Alabama; and
 - (e) how, by year four, local ALRP partners plan to be self-sustaining regarding prize money funds, demonstrating a long-term commitment to supporting entrepreneurs and to innovation based economic development; and
 - (f) the ability to meet milestones and timelines, and the ability to track and report job and follow-on funding metrics.
 4. Please submit a proposed regional calendar using the 2017 statewide competition calendar. The regional proposed calendar should lag 3-6 weeks after the statewide dates. **(See Attachment 1 on page 9.)**
 5. Please provide letters of (a) support from program partners; (b) commitment from trainees' organizations; and (c) commitment from individuals willing to serve as mentors and judges. Letters should be included on entity's letterhead with key contact information.

SUBMISSION INSTRUCTIONS

Applications can be submitted between February 1st and April 3rd, 2017.

Proposals should be typed, double-spaced on standard-sized paper (8.5" x 11") with 1" margins on all sides. The technical proposal should be no more than 10 pages in length. **An electronic copy of the proposal must be submitted by April 3rd, 2017, to the EDPAF Dropbox file.**

When you are ready to submit your application, please contact Jennifer Braxton via email at jbraxton@edpa.org to receive your Dropbox link.

EDPAF will accept two regional partners in 2017. Applications will be reviewed as they come in, and the first two applicants to meet the criteria will be accepted.

Submission Checklist

- Transmittal letter
- Appropriate support and commitment letters
- Appropriate resumes
- Technical proposal
- Proposed regional calendar

STARTUP COMPETITION REGIONAL CALENDAR 2017

ATTACHMENT 1

Please submit a proposed regional calendar using the 2017 statewide competition calendar.

The regional proposed calendar should lag 3-6 weeks after the statewide dates.

Example: Statewide application opens July 10th. Regional applications should open between July 17th – August 25th.

Please fill in the Regional Proposed Calendar with appropriate dates.

Event	Competition 3 2017	Regional Proposed Calendar
Application Opens	July 10	
How to Apply Webinar	Aug 7	
Application Closes	Aug 14	
Judges Review Period	Aug 21– Sept 6	
Judges Dinner	Sept 6	
Judges Meeting	Sept 7	
Announcement	Sept 11	
Kickoff Webinar	Sept 19	
Business Plan Submission Deadline	Oct 2	
Judges Review Period	Oct 2-19	
Judges Call	Oct 12	
Pitch Event @ Evonik/Regional	Oct 20	
Revised Business Plan Submission Deadline	Oct 30	
Assessment	Oct 30– Nov 17	
Judges Call	Nov 30	
Budget Calls with finalists	Nov. 13-17	
Final Business Plan Submission Deadline	Nov 28	
Judges Review Period	Nov 28-Dec 7	
Judges Pre-Event Call	Dec. 4	
Finale Event (Location varies)	Dec 7	