



Miller Lite Tap the Future®

WHEN YOU BELIEVE IN AN IDEA, HOLD TRUE

As the creators of the light beer category, Miller Lite is on a mission to empower the next wave of entrepreneurs through the 5th Annual Tap the Future program.

There were those who said it was impossible to have a great tasting light beer – but Miller Lite held true to their idea that it could and is celebrating other business owners who have held true to their own original vision.

Miller Lite Tap the Future® selects innovators with a relentless commitment to their idea and helps them jumpstart their business with over \$100,000 in funding and access to business experts including Daymond John from *Shark Tank*.

Miller Lite Tap the Future® consists of three phases:

PHASE 1

2017 National Launch

From February 9 through April 14, 2017, entrepreneurs will be able to submit their business plans through MLTaptheFuture.com.

PHASE 2

Live Pitch Events

Twenty-five semifinalists will be selected to compete in live pitch events in Atlanta, Houston, Chicago, Los Angeles and New York. Daymond John and a panel of inspiring judges will select one business in each city to win \$20,000 and advance to the national finals.

PHASE 3

National Finals

The top five winning teams from the live pitch events will present before a national panel of judges in Chicago at a closed-door session. One team will win the grand prize – a \$100,000 check to benefit their business with no strings attached.

Featured Live Pitch event judge:

Daymond John is an entrepreneur in every sense of the word. The founder and CEO of FUBU, a much-celebrated global lifestyle brand with more than \$6 billion in sales, now in his 8th season on ABC's three-time award winning series, *Shark Tank*, John continues to challenge himself in all aspects of business. A *New York Times* Best Selling author for his 2016 book, *The Power of Broke*, Daymond's commitment to entrepreneurship has been celebrated on a global level. In 2015, he was named a Presidential Ambassador for Global Entrepreneurship and was part of an exclusive group who joined former President, Barack Obama at the Global Entrepreneur Summit in Kenya, and traveled with Obama on his historic trip to Cuba in March 2016. Additionally, Daymond is set to launch *blueprint+co*, a creative executive co-working space with a mission to educate and empower by building a community of like-minded entrepreneurs that can

benefit from Daymond's resources and track record of success. Follow Daymond on Twitter [@TheSharkDaymond](#).

Celebrating the program's fifth year, Miller Lite Tap the Future competition will feature:

- One \$100K grand prize
- Five \$20K finalist prizes
- Five Live Pitch opportunities
- Access to business experts and moguls, including Daymond John from Shark Tank
- Countless Business & Beer networking events around the country

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