

# PowerUp Iredell: Business Accelerator & Pitch Competition



## 2026 Application

Mitchell Community College's Small Business Center is excited to offer PowerUp Iredell: Business Accelerator & Pitch Competition sponsored by Duke Energy Foundation.

We believe the business community must promote the spirit of entrepreneurship among aspiring and existing business owners. This competition encourages business growth, supports job creation, and—most importantly—helps businesses plan for success.

**PowerUp Iredell** is an **8-week business accelerator** designed to strengthen both **startups and existing businesses** in Iredell County. The program combines **hands-on training, one-on-one counseling, and a Pitch Competition** where participants can compete for **Impact Awards** to fund business improvements such as renovations, equipment, technology upgrades, and inventory.

## Eligibility requirements:

- Startup and existing businesses (no more than 50 employees) in Iredell County are eligible to apply.
- Impact awards are to be used for renovations, equipment, technology, inventory, and other assets that will expand the business's capacity to attract customers, grow revenue, or better serve the community. Payroll, rent, and utilities are not eligible expenses.
- Participants will attend 8 weeks of training, receive business counseling, and present their "pitch" on March 24 for an opportunity to win an impact award.
- To Be eligible for an impact award participants must attend all 8 training sessions and participate in at least 1 hour of business counseling.

## Important Information:

- ❖ ALL applications are due on Friday, January 16th.
- ❖ You will be notified of your acceptance by the end of the day on January 20th.
- ❖ Orientation/first day of class: Tuesday, January 27 at 6:00 p.m.
- ❖ All classes will be at Mitchell Community College, Technology & Workforce Development Center, 701 W. Front St., Statesville, NC 28677
- ❖ Questions, contact Suzanne Wallace at [swallace2@mitchellcc.edu](mailto:swallace2@mitchellcc.edu) or (704) 878-3227

## Applicant

Name:

Address:

Phone:

Email:

## Business Information (if applicable)

Business Name:

Business Address:

City, State, ZIP:

Phone:

Email:

Website (if applicable):

Business Structure: ( Sole Proprietor  LLC  Corporation  Partnership  Other)

Number of Employees:

## Eligibility Confirmation

Is your business located in Iredell County? ( Yes  No)

Does your business have fewer than 50 employees? ( Yes  No)

Are you a startup or existing business? ( Startup  Existing)

## Business Profile (if applicable)

Briefly describe your business (products/services offered):

What year was your business established?

## Program Commitment

Can you commit to attending all 8 weekly sessions (starting January 27), in addition, the Pitch Competition (March 24) ( Yes  No)

Are you willing to complete all assignments, including a business plan and pitch? ( Yes  No)

## Goals & Impact

What are your top three business goals for the next 12 months?

- 1.
- 2.
- 3.

How would participation in PowerUp Iredell help you achieve these goals?

If awarded an Impact Grant, how would you use the funds? (Eligible uses: renovations, equipment, technology upgrades, inventory)

## Additional Information

Have you previously participated in any business training or accelerator programs? ( Yes  No)

If yes, please describe:

How did you hear about PowerUp Iredell?

## Certification

I certify that the information provided is accurate and that I agree to comply with all program requirements if selected.

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

*Please read the following disclaimer.*

*Participation in PowerUp Iredell: Business Accelerator & Pitch Competition does not constitute an assurance that presenting participants will find investors. The PowerUp Iredell: Business Accelerator & Pitch Competition does not participate in the selling of or solicitation of offers to purchase technology, rights, or securities. The PowerUp Iredell: Business Accelerator & Pitch Competition does not offer any opinion regarding applicable intellectual property or securities rights or laws. Participants should consider legal advice and other professional counsel regarding applicable laws. Participants remain responsible for the accuracy and completeness of the presentation and any representations during this entire process. By participating, the presenting participants represents and warrants to PowerUp Iredell: Business Accelerator & Pitch Competition that they own or has adequate rights in any intellectual property that they describe in their presentation, that such use or disclosure does not infringe on the rights of any other person or business, that the company or its principals are not violating a non-compete or non-disclosure agreement, and that the company is in compliance with all applicable securities laws. If any purchase, investment, collaboration, or technology transfer occurs as a direct or indirect result of PowerUp Iredell: Business Accelerator & Pitch Competition, it will be solely on the initiative and responsibility of the participating participants.*

*The PowerUp Iredell: Business Accelerator & Pitch Business Plan Competition is a public event, and participants/presenters should anticipate that any information provided to PowerUp Iredell: Business Accelerator & Pitch Competition will be made publicly available to the attendees of the final event.*