

2012 Xtreme Business Makeover FAQs

How complicated is the application?

The application takes less than 5 minutes to complete. It's a quick, two page questionnaire. Download a copy here: www.keeforce.com/makeover

What is the application deadline?

Applications will be accepted through March 8, 2012.

What happens after I submit my application?

All applications are reviewed upon receipt. All eligible applicants will receive a request for interview by Xtreme Business Makeover staff members to further qualify their application. Onsite interviews will take less than one hour and will include one question submitted by each of the Xtreme Business Makeover partners. Applicants must take part in the interview in order to progress to the final round of the competition.

Why are you holding this contest?

KeefORCE, the organizer of this makeover and their 20 partners involved in the contest are all dedicated to the success of businesses in the Purchase Area. We've all seen firsthand the challenges that our area businesses have faced as a result of recent economic conditions. We know that these businessmen and women often need a hand in taking their organizations to the next level. Xtreme Business Makeover was developed in an effort to put attention on areas in business that commonly prevent the organization from making the transformation from ordinary to extraordinary. Uniting our business community and the development of strong communities poised for growth is a driver for this contest.

Can non-profit organizations apply for Xtreme Business Makeover?

Non-profit organizations are not eligible for the 2012 contest. The goal is to one day hold a similar contest that is geared specifically to the specialized needs of a non-profit organization.

What is the value of the prize package?

The current value of the prize package is \$39,453.90.

How is the winner selected, and what is the selection criteria?

Applicants who make it to the final round will be selected by an independent panel of judges from the Purchase Area. Their decision will be based on demonstrated need, community involvement, potential lasting impact of the prize package, and dedication to growing their business in the Purchase Area based on information gathered from the application and phase 2 interview process.

I have an existing business that has been in operation for several years. We are doing well, but we want to do better. Is this contest for me?

Yes! This contest was designed with businesses like yours in mind. The purpose of the contest is to help a lucky business transform themselves from ordinary to extraordinary. A business need not be struggling or new to qualify as an eligible candidate.

There are several partners involved in this contest. How will the prize package be implemented?

We recognize that a makeover to a business' processes will not happen overnight. Many of the prizes coordinate with one another. In addition, implementation of the business makeover cannot interfere with the winning organization's daily operations. To ensure a successful makeover, a project plan will be developed to comfortably meet the needs of partner and winner schedules. This will ensure a smooth and successful implementation of each piece.

When will the winner be announced?

The winner of the contest will be announced at a live event held at the WKCTC Emerging Technology Center on April 24, 2012. All finalists will be notified in advance so that they are prepared to have representation at this live event.

What prize will the winner of the contest receive?

The winner of Xtreme Business Makeover will receive a business process makeover that is made up of products and services donated by Xtreme Business Makeover partners. A full list of partners and products/services that make up this prize package is available at www.keeforce.com/makeover.

