



## WHAT IS HANDS UP LAKE COUNTY?

Hands Up Lake County is a competition to open doors for budding entrepreneurs and small businesses in Lake County. A group of 10 – 15 will be selected from a pool of applicants to participate in a 1-day basic business training and mini competition before a panel of judges.

The mini competition will narrow the field to five candidates who will go on to pitch their ideas before a panel of business leaders and the audience in attendance at the final Gala and competition on December 6, 2020 at the Soper Reese Theatre in Lakeport.

The final contestants will have access to one-on-one professional training and mentoring in order to present their best possible pitch for a chance to win a cash award of **\$10,000; \$5,000; \$3,000; \$1,500; or \$1,000** - as well as other prizes.

## HOW DO I APPLY AS A PARTICIPANT?

To be eligible to join the competition, you must be at least 18 years old and presently living in Lake County, California. All applications should be submitted online in our website. Simply answer the questions on our online form and submit. To better prepare you, here are the list of questions to ponder on:

- Why do you want to start a business in Lake County? If you already own a business in Lake County, why do you want to continue here?
- What is your business concept or idea? What inspired you?
- What is your mission statement?
- How will you market your business products or services?
- How will you sell your products? What are your distribution channels?
- How will you grow your business and scale it to help develop a robust Lake County labor force?
- What is your definition of a successful business?
- How will your business survive in challenging times, such as the current economic and health crisis? What innovations will you implement so you can pivot during a crisis?
- What do you look for in an employee and how will you retain good employee(s)? How many employees do you project in 2 years and thereafter?

*Join the competition*

*to win as much as \$10,000 in cash prize to help jumpstart your dream business*



**Now accepting  
APPLICATIONS ONLINE!**

1Team 1Dream is a 501(c)3, non-profit organization dedicated to supporting and promoting economic growth in Lake County.

5135 W. Hwy 20, Upper Lake  
CA 95485

[www.1team1dream.net](http://www.1team1dream.net)  
EIN #83-37376321

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## 1Team1Dream — Opening doors to opportunity, a simple dream inspired by fire.

Founder, Maryann Schmid

Co-Founder, Olga Martin Steele

Formed after the devastating Mendocino Complex Fire of 2018, 1Team 1Dream was founded by Maryann Schmid and Olga Martin Steele to address the myriad of problems the two witnessed and personally experienced.

As a business owner, Maryann saw first hand how entire communities – including local businesses and their valued workforce were impacted. She wanted to help, to do something to stimulate the local economy and open the door to jobs.

Olga, too, saw the toll on the region. As a volunteer during multiple years of fires, she saw the impacts on the elderly, children – entire families – who gathered in mass at local shelters, wondering how they would meet the challenges ahead.

### Inspired by fire, the two decided to take action.

On September 11, 2018, they launched 1Team 1Dream at “An Evening with the Schmidts,” an event attended by business owners, Chamber of Commerce members, public officials and various community members. Since then, 1Team 1Dream has achieved nonprofit, tax exempt, status and launched an exciting - first of its kind –project, “Hands Up Lake County.”

### 1Team1Dream Mission

Dedicated to supporting and promoting economic prosperity in Lake County, the 1Team 1Dream mission is “to help build economic resilience and stability amidst varying economic and environmental challenges.”