**Extension Entrepreneurial Team Award Application**

This award will provide $7,500 in seed money to a **group of Extension faculty** to who have an entrepreneurial idea that can be developed into a long-term revenue-enhancing Extension program. Selection will be based on level of innovation, entrepreneurship, likelihood of success, and revenue-enhancing potential.

1. Team identification:
   1. Team Leaders:
   2. Other Team Members:
2. Describe the entrepreneurial, revenue-enhancing Extension program you would like to develop in a narrative **not more than 3 pages long, using a 12-point font** that includes at least the following aspects:
   1. What is the title of the program?
   2. What is the objective of the program?
   3. Who is the target audience?
   4. Describe the subject matter to be taught and identify (at least generally) the Extension faculty who will teach it.
   5. When during the year will the program be conducted?
   6. What is the scope of the program? How much of the state, region, country, or world could it potentially cover?
   7. What are the innovative and creative aspects of this program?
   8. How will Extension revenue be enhanced (e.g., program fees, sponsorships) and what is the potential?
   9. Why do you think this program will be successful over the long term?
   10. How will you use the $7,500 seed money to develop your idea?
3. Submit the application document (Word file or PDF) using the upload feature at <https://sss.ifas.ufl.edu/epea/>
4. EXAMPLE OF AN IDEA:
   1. What is the title of the program? Certified Crop Adviser Test Prep Sessions.
   2. What is the objective of the program? Prepare agriculturists to pass the Certified Crop Adviser Regional and International Exams.
   3. Who is the target audience? People working in or with the agriculture industry.
   4. Describe the subject matter to be taught and identify (at least generally) the Extension faculty who will teach it. Four agricultural extension agents will teach Nutrient Management, Integrated Pest Management, Crop Management, and Soil & Water Management according to Certified Crop Adviser guidelines.
   5. When during the year will the program be conducted? One month prior to the February and August CCA exams.
   6. What is the scope of the program? How much of the state, region, country, or world could it potentially cover? Florida, and potentially Alabama and Georgia.
   7. What are the innovative and creative aspects of this program? We will teach the test prep classes face-to-face, but we will also develop on-line study guides and supporting reference materials, including practice test questions.
   8. How will Extension revenue be enhanced (e.g., program fees, sponsorships) and what is the potential? We will charge a fair price for the test prep sessions, perhaps $300 per person for 2 full days. Further development could include live or recorded on-line sessions that would increase the geographic scope and increase the potential audience.
   9. Why do you think this program will be successful over the long term? New people have been requesting CCA test prep sessions every year; at this point no one we know of is conducting test prep sessions in the southeast US.
   10. How will you use the $7,500 seed money to develop your idea? We will use some of the funds for travel so we can meet to map out our idea and assign tasks; some funds will be used to pay an OPS employee to gather CCA materials; some funds will be used to travel to our first revenue-producing test prep session.