



# ACRE

Agribusiness Center for  
Research & Entrepreneurship

SOUTH CAROLINA DEPARTMENT OF AGRICULTURE



**COOPERATIVE EXTENSION**  
*College of Agriculture, Forestry and Life Sciences*

## AGRIBUSINESS PLANNING APPLICATION

The curriculum program is a partnership between ACRE and Clemson Cooperative Extension. This certificate program is for beginning innovators who have a great idea or prototype for a new product or process and would benefit from a business curriculum program. Participants will learn key principles of developing business and marketing plans, as well as understanding market trends and prospective customers. The curriculum program culminates in an opportunity for each participant to pitch an idea to an agribusiness panel for the chance to win substantial cash rewards. This is a free but competitive program (spots are limited). Upon completion of the curriculum program, participants may choose to apply for the Advanced Program in spring 2023.

### PROGRAM DETAILS

The curriculum program will give an overview of the business planning process and how to best manage an agricultural business. Topics covered include pre-planning, marketing, pricing, cost of production, profitability, financial statements and management. All courses will be taught by Clemson’s Agribusiness Team.

### PROGRAM DATES

<b>September 6</b>	Applications are due
<b>September 15</b>	Applicants will be notified of their application status
<b>September 27</b>	1 <sup>st</sup> course (2 hours)
<b>October 4</b>	2 <sup>nd</sup> course (2 hours)
<b>October 11</b>	3 <sup>rd</sup> course (2 hours)
<b>October 18</b>	4 <sup>th</sup> course (2 hours)
<b>October 25</b>	5 <sup>th</sup> course (2 hours)
<b>November 15</b>	Pitch Day (time TBD) (length will be determined on how many participants)

*Courses are 6–8 pm*

**All courses and pitch day will be virtual. More details will be provided upon acceptance into the program.**

# TERMS & CONDITIONS

**Please read these Terms and Conditions carefully before completing and submitting your application. By submitting your application for the Entrepreneurship Center, you accept and agree to the following terms and conditions:**

1. Applicant is a current South Carolina resident.
2. The business idea or prototype for which the Applicant is applying must be agribusiness related, value-added, and specifically related to one or more of the following categories:
  - a. Specialty crops:
    - i. Fruits and vegetables
    - ii. Tree nuts
    - iii. Dried fruits
    - iv. Horticulture
    - v. Nursery crops
  - f. Meat Products
  - g. Other foods (i.e. honey, cheese, milk, eggs, etc.)
  - h. Row crop value-added product/process
  - i. Hydroponics or Aquaponics
  - j. Timber
  - k. Hemp
  - l. Agritourism
  - m. Mechanical Harvesting
  - n. Agribusiness Technology
  - o. Container, urban, or indoor farming
  - p. Aquaculture
3. If Applicant is accepted to participate in the Program:
  - a. Applicant must attend five mandatory virtual agribusiness sessions on the following dates:  
**September 27, October 4, October 11, October 18, and October 25.**
  - b. At the conclusion of the sessions, Applicant must attend a mandatory virtual pitch day in on **November 15** for the Applicant to present his or her idea and/or prototype to a panel for scoring; and
  - c. **Applicant must attend all virtual courses, or they will not be given the opportunity to pitch or receive the cash award.**
4. The top six presenters, as scored by a panel, will each be awarded \$5,000.
  - a. If Applicant misses a session without a valid excuse, as determined by ACRE, the Applicant will NOT be eligible to receive the cash award.
5. Priority will be given to applicants from rural counties and applicants with products or companies that would have a high impact in rural counties, as defined by the USDA [here](#).
6. Applications are due on or before **September 6** and will be reviewed. All Applicants will be notified of their application status by **September 15**.
7. **Cash awards are not guaranteed, and ACRE reserves the right to base all cash awards on participation. ACRE encourages full participation in the program and wants all participants to get the most out of the program.**

Please direct any questions you may have to:

Kyle Player • 803-734-2324 • [kplayer@scda.sc.gov](mailto:kplayer@scda.sc.gov)

# AGRIBUSINESS CURRICULUM APPLICATION

Name \_\_\_\_\_

Address \_\_\_\_\_

Phone \_\_\_\_\_ Email \_\_\_\_\_

Occupation \_\_\_\_\_

Are you a South Carolina Department of Agriculture employee or do you have any related family working as a current South Carolina Department of Agriculture employee?

Yes  No

Are you a Clemson Cooperative Extension employee or do you have any related family working as a current Clemson Cooperative Extension employee?

Yes  No

Do you have access to a computer and internet in order to complete the virtual course and pitch?

Yes  No

What is your experience in agriculture, including years and type of experience?

What is your experience in business, including years and type of experience?

Why are you interested in taking this curriculum? What do you hope to learn?

**Provide a brief description of your value-added business idea or prototype.**

**How will you use the prize money? Do you plan to invest any of your own money into your venture?**

**How do you foresee your potential business or product benefiting South Carolina Agribusiness?**

**How did you find out about the curriculum program?**

**By signing this application, I indicate that I have read and agree to the Terms and Conditions.**

\_\_\_\_\_

*Signature*

\_\_\_\_\_

*Date*

## **RETURN APPLICATION TO**

**South Carolina Department of Agriculture**

**Attn: Kyle Player**

**P.O. Box 11280 • Columbia, SC 29211**

**803-734-2324 • [kplayer@scda.sc.gov](mailto:kplayer@scda.sc.gov)**

*Save this form to your computer first before filling out and submitting. Do not submit from an internet browser.*