What’s the Hook? Application Criteria

1. Project Name:

2. Project contact information: *For teams, please list one person to serve as contact.*
   - Business/organization name:
   - First and Last Name:
   - Physical Address:
   - Email:
   - Phone:

For Team Projects:
*If applying on behalf of a team, please list all team members and their affiliations.*
Name 1, organization 1
Name 2, organization 2
Name 3, organization 3
Repeat as needed

3. Sectors represented by project applicant and/or project team (check all that apply):
   - Aquaculture
   - Business
   - Fisheries
   - Marketing or Communications
   - Non-profit organization
   - Seafood
   - Technology
   - Tourism
   - Working Waterfront-related
   - Other (describe):

4. Describe your idea:
   Provide a short (500 words maximum) description that outlines your idea, how you will accomplish it, who will be involved, and the anticipated benefits. Please address the following criteria in the text box below:

   - **Economic Development:** The product highlights and/or supports coastal businesses affiliated with Georgia’s working waterfront, seafood, and/or tourism industries. It is clearly stated how the product is intended to support local coastal economies and/or communities.
   - **Innovation:** The product is innovative and presents a truly novel approach to a traditional business model. The process by which it will be developed and executed is clearly defined, and both the risks and rewards of the product are addressed.
- **Transferability:** The product is transferable across businesses and/or sectors affiliated with Georgia's working waterfront, seafood, and/or tourism industries. The product's ability to be replicated is highlighted and communicated effectively.
- **Resilience:** The product will enhance resilience and preparedness in coastal businesses and/or communities in Georgia. The product is rooted in creating depth to facilitate adaptation to future challenges and changes.
- **Partnership Development:** The product involves cross-sector partnerships in its development and/or implementation. Partners are clearly defined and collaboration across communities, businesses, or economic sectors is included as part of the product's success.
- **Applicant Expertise:** The team includes representation from a business or organization affiliated with Georgia’s working waterfront, seafood, and/or tourism sectors. Project personnel have the experience or expertise required to complete the development of the proposed product within 6 months of receiving funding.
- **Supports Coastal Georgia’s Unique Identity:** The product successfully incorporates the diverse culture of the Georgia Coast and its communities.

5. **Amount of funding requested** (max of $15,000) and **brief description of how funds will be used**

The University of Georgia is an equal opportunity/affirmative action institution. The pitch review process will adhere to [best practices identified by the National Sea Grant Program](https://www.nsgp.noaa.gov) for promoting diversity, equity, and inclusion.