

HURCO
mind over metal®

Hundreds will compete. One will win!

CHIPMAKER CHALLENGE

CONTROL Your Future

PITCH YOUR PLAN. WIN A MACHINE

VMX42i

TMX8i

Find out more at **HURCO.com**

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IMTS Booth 8319

Machines shown with options. Information may change without notice.

Chipmaker Challenge Application

This application is for Chipmaker Challenge participants and is not to be duplicated or distributed. The application is provided to help applicants in the preparation of their online application at www.hurco.com/WIN.

NO PURCHASE NECESSARY. Not Open to the General Public. Challenge is open to: manufacturing firms and job shops that have been in business zero years to five years. Participants must be permanent legal residents of the U.S / D.C, and 18 years or older at date of entry.

Submissions must be received by 11:59:59 p.m. ET August 8, 2014. For details and Official Rules visit <http://www.hurco.com/WIN>. **Void where prohibited**. Sponsored by, Hurco Companies, Inc., Indianapolis, IN.

Chipmaker Challenge Application: Part 1

First Name : Last Name : Company Name : Job Title :
Street Address: City: State/Region : Postal Code:
Phone Number: Email:

1. Number of Employees?
2. How did you hear about the Hurco Chipmaker Challenge?
3. What products do you make?
4. What manufacturing equipment do you currently own (if applicable)?
5. What was the GROSS income from your business last year (If you are in planning stage, simply put N/A)? What was the NET income from your business last year (If you are in planning stage, simply put N/A)?
6. What are your SALES PROJECTIONS for THIS CALENDAR YEAR (please provide rationale for how you calculated your projections)?
7. What are your SALES PROJECTIONS for NEXT CALENDAR YEAR (please provide rationale for how you calculated sales projections)?
8. What is your typical profit margin (you can provide an average or a range)? Please explain how you determine pricing.
9. What is your target market?
10. How do you identify market trends?
11. How do you market your business and find new customers?
12. If you have purchased CNC equipment in the past, what are the key decision making criteria (price, delivery, service, brand, speed, word of mouth, etc...)?
13. What is the greatest manufacturing challenge you routinely face (or expect to face if you are a startup)? How have you addressed this challenge (or how do you expect to face this challenge if you are a startup)?
14. What is the greatest business challenge you have faced (or expect to face if your business is a startup)?
15. What are your company's greatest strengths and weaknesses?
16. What are the greatest opportunities for your business?
17. What are the greatest threats to your business?

Chipmaker Challenge Application: Part 2

This is your chance to brag...don't be humble! For video, you can just use your phone—no need for professional videos. We care more about the content, than the video quality. However, make sure it is viewable and audible. Your video or written essay must contain the following information (if you haven't started your business, simply change the question where applicable).

1. Tell us your story: How you started your business (how you conceived and developed it), when you started your business, your background (education and employment history), why you started your business, how many employees you have, what kind of parts you make, how many customers you have, how many DIFFERENT TYPES of parts you make.
2. Describe in DETAIL what your business or product is. What does it do? Provide as much detail as possible.
3. What is your unique selling proposition? What is your "hook" and why is your business notable (your business philosophy).
4. Describe in detail, WHY a HURCO CNC machine would help your business and HOW specific features of a Hurco machine would help your business.
5. What is the greatest manufacturing challenge you routinely face (or expect to face)?
6. What is the greatest business challenge you face (or expect to face)?
7. Tell us about any organizations or clubs with which you're associated.
8. Tell us about any awards or accolades you've received.
9. Tell us about key business relationships (internal and/or external) that are advantageous to your company (or will be advantageous to your business).
10. How do you envision your business in 5 years, 10 years, and beyond?