

CNA Award Program

Official Guidebook

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CNA-Award.com



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I. General Competition Information

Introduction

The CNA Award has been created to provide non-profit and faith-entrepreneurs in Central Texas strategic partner resources to further embrace kingdom impact. In partnership with Extraco Banks, the CNA Award serves as a catalyst for scalable ideas and creating awareness and alignment of kingdom work across the Central Texas region. In the CNA Award process non-profit and faith-entrepreneurs will present their business model to a panel of Extraco executives, resource

After the business plan round, finalists will be provided advisory feedback and consulting through a dedicated Extraco executive mentor. Feedback will also be provided to applicants after each round's selection.

Award Amounts

For the 2025 program cycle, each finalist will receive a \$750 cash prize. Finalists will be selected by regional category based on the headquarter location. The overall winner will win a \$20,000 cash prize. All finalists are eligible to win the “Employee’s Choice” award, an additional \$500 cash prize.

Requirements

Participants should meet the following requirements prior to applying for CNA Award:

1. Christian-based mission
2. Be a legal entity or a non-profit 501 (c) 3 status
3. Vision for future scalability
4. Headquarters is in one of the following counties: Bell, Brazos, Coryell, Hamilton, McLennan and Williamson

An organization cannot apply for both Extrapreneur and CNA Award in the same program cycle.

The Overall Winner is not eligible to apply for the next two program cycles, however prior year applicants and finalists are eligible to apply.

Overview of Application Process

The CNA Award consists of three application phases:

First Phase – Video Pitch Competition

Each team whose business meets the requirements will submit a video elevator pitch and answer a few questions using YouNoodle*. Each video must be in .mp4 format and be titled

YourEntityName_VideoPitch.mp4. Each entity is limited to 300 words to answer the mission-focused question. Up to 20 of the top participants will move on to phase two.

Second Phase – Business Plan Competition

Each team will submit a business executive summary and resumes of team members in one PDF format using YouNoodle. Title the PDF as **YourEntityName_BusinessPlan.pdf**. The executive summary should include the entity's mission, management, marketing, momentum and money.

The top three participants that score the highest will move onto the final phase.

Final Phase – Pitch Competition

Each team will participate in a live pitch competition to a panel of Extraco executives. Each organization has up to 10 minutes to pitch their model, followed by 5 minutes of Q&A led by the judges. Each team member must have a speaking part in the pitch.

*Younoodle, the competition platform Extraco is using for CNA Award, has its own confidentiality policies. Teams should review those when agreeing to using YouNoodle.

Important Dates

Item	Date
Video Pitch Applications Open	February 3, 2025 at 10AM
Video Pitch Applications Close	February 24, 2025 at 11:59PM
Video Pitch Applications Reviewed by Judges	February 25 - March 18, 2025
Semi-Finalists Announced	March 21, 2025 at 10AM
Executive Business Summary Applications Open	March 28, 2025 at 11AM
Executive Business Summary Applications Close	April 18, 2025 at 11:59PM
Executive Business Summary Applications Reviewed by Judges	April 21 - May 12, 2025
Finalists Announced	May 14, 2025 at 10AM
Kick-off Meeting with Extraco Mentors & Finalists	May 21, 2025 at 11:30AM
Finalist Practice Pitch Run Through	June 4, 2025 starting at 9AM
Finalist Pitch Event	June 18, 2025 starting at 9AM
Banquet to Announce Winner	June 25, 2025 at 6PM

Extraco may extend the deadline for any application phase and will communicate the extended deadline via social media and email.

II. Video Pitch

Video Pitch Competition Rules

- Only one video per team will be used for judging
- Videos need to be titled **YourOrganizationName_VideoPitch.mp4** and submitted via YouNoodle
- Videos can be no longer than four minutes. Any video longer than four minutes will automatically not advance to the next round
- Videos must be submitted in .mp4 format
- The following elements must be included in the video:
 - Business Name
 - Mission & Vision of the Business
 - Marketing & Impact
 - Momentum & Scalability Vision
- In addition to the video pitch, the following information is required:
 - Applicant's cell phone number
 - Company logo (uploaded via PNG/JPEG file)
 - Website URL
 - Social media handles (Facebook and Instagram)

Video Pitch Judging Criteria

- Mission & Vision: 35%
- Marketing & Impact: 30%
- Momentum: 35%:

III. Business Plan

Business Plan Competition Rules

- Teams will submit an executive summary and the resumes of key team members in PDF format
- PDF should be titled **YourOrganizationName_BusinessPlan.pdf** and uploaded via YouNoodle
- The executive summary should include:
 - Mission & Vision
 - Management & Organization Leadership
 - Market Opportunities & Impact
 - Organization Model & Culture
 - Momentum & Scalability Vision
 - Monetary Overview (must include last three years income statements, year-to-date income statement, and / or Form 990)
- You cannot submit graphics/charts in the open textbox fields, but you can package into one PDF and submit via file upload
- You cannot exceed 300 words when answering the questions within the YouNoodle platform
- Applications and supporting documentation will be independently reviewed and scored by a panel of Extraco senior business leaders
- Extraco understands the financial impact of the COVID-19 Pandemic and will take into consideration when reviewing financial statements

**Executive Business Summary template is included in this guidebook as an addendum*

Business Plan Judging Criteria

- Mission & Vision: 20%
- Management Team: 20%
- Organization Model: 15%
- Marketing and Impact: 15%
- Momentum: 15%
- Monetary Review: 15%

IV. Pitch Competition

Pitch Competition Rules

- The finalist teams will make a verbal presentation to the panel of judges
- Each team will be assigned an Extraco executive mentor as a consultant prior to presentations
- Presentations are limited to 10 minutes with additional time (up to 5 minutes) for questions led by the judges
 - No financial projection information should be included in the presentation; however, judges will ask specific questions based on the financial projections submitted in the Executive Business Summary submission. The financial projection Q&A will not be filmed
- A maximum of two presenters per team
- Each team will have access to an 8-foot table during the presentation and are strongly encouraged to bring product samples for judges and/or set up a product display
- Each team will be filmed, which will be used on CNA Partners, CNA Award and Extraco Banks' corporate social media accounts
- PowerPoint presentations are required.
- Primary presenter for each team must be the Executive Director or have a minimum 20% equity position in the company
- Each team will be allowed to practice their presentation in June for 45 minutes each. The practice run will take place in the same room as the Pitch Competition. The practice schedule will be announced at the Kick-off Meeting
- The judging panel will independently score the presentations to determine the award winner.
 - Overall Winner Award: \$20,000
 - Overall winner will have access to Extraco strategic partner resources for 6 months following the contest
 - Overall winner will participate in Extraco strategic planning seminar
 - Finalist Award: \$750
 - Each finalist organization will receive the \$750 prize
 - Employee's Choice Award:
 - One finalist team will be awarded an additional \$500 based on engagement on Extraco employee platforms
 - Additional requirements will be discussed at the Kick-off Meeting

Judging Pitch Competition Criteria

- Mission & Vision: 20%
 - Management: 20%
 - Organization Model: 15%
 - Marketing and Impact: 15%
 - Momentum: 15%
 - Monetary Review: 15%
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- Each team must submit a W-9 via email (send to AMackey@extracobanks.com) prior to Practice Pitch Event

V. Additional Competition Information

Disclaimer

Extraco Banks is providing access to company funded awards and business consulting on a pro bono basis. Extraco Banks is not committing to extensions of credit for any presenting companies or individuals. Business consulting provided by Extraco Executives are recommendations only. All final decisions are the responsibility of the business principals. Neither CNA Partners, Extraco Banks nor its mentors are held liable for the activities or performance of the business. A signed Hold Harmless Agreement and Photo Consent Form will be required by all participants.

Mentor/Mentee Guidelines

- Mentors are available for up to two meetings prior to the Pitch Event not to exceed two hours per meeting
- No mentor will be a judge throughout the entire competition
- Mentors to the finalists may be different than the mentors assigned to the program winner
- Mentors will serve as a business consultant, review the team's application and offer advice for improvement
- All mentors will attend their team's pitch practice to provide final feedback
- Mentors will review their team's application prior to the Kick-off Meeting
- Mentees will communicate directly with mentors for mentoring needs

Award Payment

Award payments will be awarded and paid to the legal entity. Award money is subject to taxation and the payment of taxes is the responsibility of the receiving party. Each winner must provide Extraco Banks with its W-9 Form in order to receive payment. Cash prizes will be awarded through an Extraco Banks charitable checking account. Extraco will need additional documentation from the finalist businesses to open an account. More information will be shared at the Kick-off Meeting.

Future Marketing Participation

For up to 24 months following the receipt of the CNA Award, members of the winning teams will make themselves periodically available to be featured in marketing materials, publications or video media to provide updates on the status of the business and to promote the CNA Award Program. All members of the finalist teams must sign a Photo Release and Consent form.

Point of Contact

If any team members have questions throughout the Award program cycle, please contact:

Abbey Mackey

Extraco Banks – Director of Corporate Initiatives

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