



# Dean Fisher Innovation Scholarship

## General guidelines and application deadlines

All applications must be completed online no later than **February 17, 2025**.

### Eligibility:

- SIMA membership is not required.
- The company may not have exhibited at a SIMA Snow & Ice Symposium.
- Past winners are ineligible.

### The scholarship winner will receive the following:

- One 10x10 booth package (includes 6-ft table, 2 chairs and a wastebasket).
- One page advertorial in *Snow Business* magazine featuring the company and winning product
- Half-page ad in the September, October OR December issue of *Snow Business* (winner's choice)

**Questions about applying?** Email the SIMA office at [info@sima.org](mailto:info@sima.org).

## Application questions:

1. Company overview, including other products and services provided and industries targeted.
2. Link to the product or company website. Provide a brief description if a link is unavailable.
3. Social media links (if available).
4. Is the item being nominated a physical product or a business service?
5. What is the company's and/or product's mission statement? What impact is the innovation designed to produce?
6. Current number of employees.
7. Annual sales of the product/service in 2024.
8. Projected sales of the product/service in 2025.
9. Is the product currently on the market?
10. Is there a patent or a patent pending? If yes, please list the patent #.
11. What problem does your product or service solve in the snow and ice industry? Maximum of 500 words.
12. Describe your financial need for this scholarship. Maximum of 200 words.
13. Describe any positive environmental impact of the product or service. If not applicable, please indicate as N/A. Maximum of 200 words.

**Optional:** Upload a video that provides more information on the product (no more than 5 minutes).